A STUDY OF THE VIABILITY AND SUSTAINABILITY OF HERITAGE TOURISM WITH RESPECT TO HISTORIC RESIDENTIAL HOUSES IN KOLKATA

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GLOSSARY

Terms	Explanation
Babu/baboo	A gentleman, often considered an elitist in the society belonging to the nouveau-riche class
Bhandralok	A colloquial term referring to a gentlemen
Bigha	A traditional measure of land
debutter	A type of ownership of properties where the property vests with the trustees and the beneficiary is a deity
Ghats	An area on the banks of a river with flight of steps that lead to a river
Khari-barga	A type of traditional form of ceiling architecture supported by wooden beams
Panchkhilan	A five archway
Rajbari	A palace or mansion
Roak	A space abutting the main building
Roshogolla	A sweet meat of Bengal
Sati	A ritual where women had to be burnt alive on the death pyre of their husband
Satkhilan	A seven archway
Shebait	Trustees of a debutter property
Suta	Thread
Swadeshi	Domestic or national, colloquial term in India
Thakurdalan	A worship cum gathering area in a Bengali mansion
Tinkhilan	A three archway
Zamindar	A landlord who often had semi-autonomous control over a large estate or province

ACKNOWLEDGEMENT

Chapter 1
Introduction

CHAPTER 1

INTRODUCTION

1.1   Heritage Tourism – An introduction

The tourism industry has been expanding fundamentally depending on the appreciation and promotion of a destination's assets and how well they are presented to the world for consumption and suitable interpretation. Heritage Tourism originates from the heritage assets and the unique culture from various parts of the world. Any visit observing culture, communities, festivals, rituals, indigenous cuisines, art, artefacts, historical documents, remnants and heritage sites encompasses the realm of heritage tourism. Over the years it has carved out a niche space for itself, intriguing legions of travelers with keen interest in history and heritage to explore destinations globally.

Each individual country owes it to the world community to preserve and offer their resources as experiential elements for both leisure and learning. Owing to the huge international flow of tourists (about 37%) who seems to be 'culturally' influenced to travel, growing at an annual rate of 15%, expounds the importance of culture and heritage as a unique tourism asset that bolsters economic progress. The Report on Tourism and Culture Synergies (2018) by United Nations World Tourism Organization (UNWTO), further indicated how 89% of the responding member nations and international experts have accounted for culture as an important element of their tourism policies as the global cultural tourist market witnesses almost five hundred and sixteen million cultural trips. The definition as proposed by UNWTO includes tangible, intangible and contemporary cultural activities. The Dutch National Tourist Office posited how integrated are these elements, "*Cultural tourism can be defined as travelling outside the usual environment for the supply of cultural or cultural life, in order to visit or participate in cultural activities. For example a visit to a museum, a concert, a historic landscape or monument but also active participation to/in folklore or a cooking course.*"

Heritage tourism more specifically is about a place, it is a location based tourism concept. So cultural tourism can be differentiated from heritage tourism as an activity where a heritage tourist travels to preserved heritage sites and is intrigued by them (Ronchi, 2008) making it a subcategory of cultural tourism (Leask, 2008). In heritage tourism, major importance has been attributed to tangible heritage by the member nations. To understand heritage tourism, conception of the term heritage is constitutive.

1.2   Heritage

Heritage is 'something' that has been passed on from a predecessor to the following generations, a manifestation of the past that is integral to the people in the present (Turnbridge & Ashworth 1996). It is 'something' rooted in the past and should be protected to be bequeathed to the future (Watkins & Beaver, 2008). The terms 'something' (Mariam Webster 2003) or 'property' (Oxford) has been repeatedly used to define heritage, as people identify 'past' by attaching proof to their opinion like archives, written history, relics, structures, religious sites, etc. (Ashworth and Graham, 2012).

The characteristics intrinsic to heritage are:-

(i)   *Risk of loss* -Heritage assumes importance or acquires a 'heritage status' when there is a 'risk of losing'. Heritage suffers from the risk of demolition, irreversible alteration, decay or loss. This agenda is often utilized by political agenda to define heritage (Harrison, 2010).

(ii)   *Legal Scope*- Heritage may be defined by technical and legal processes. The World Heritage Sites are registered legally and provides a status to help identify and preserve them. The World Heritage Site list or any enlisting under a law confers a site with the designation of 'heritage' (Carman 2003).

(iii)   *Contemporary Purpose* - Heritage may also be described as celebration of the past, where the past is re-packaged to obligate contemporary purposes. (Lowenthal 1997 and Graham et al, 2000). Loulanski (2006) conceptualized it as an 'evolutionary notion' that characterizes 'dynamism, complexity and multiplicity'. Choay and O Connell (2001) considered it to be a social

mechanism through which "human artifact can be deliberately invested with memorial function".

The scope of the term 'heritage' had been rather narrow during the 1960s limiting the definition to monuments only (Nora 1989). In the 1970s the definition widened to include historic centers too. As awareness about heritage spread, the scope of the concept widened to constitute of places and objects of inherent value to its people (Arizpe 2000). In the twenty first century, the term which focused only on tangible assets, has become more universal. It has brought to light the importance of intangible heritage elements like associative values, living space, the social-cultural environment, psychological constructs etc. (Stephenson 2008; Waterton 2013).

Heritage as an eclectic concept encompasses both natural elements and man-made elements. It can be classified into tangible immovable resources, tangible moveable resources or intangible resources (Timothy and Boyd 2003).
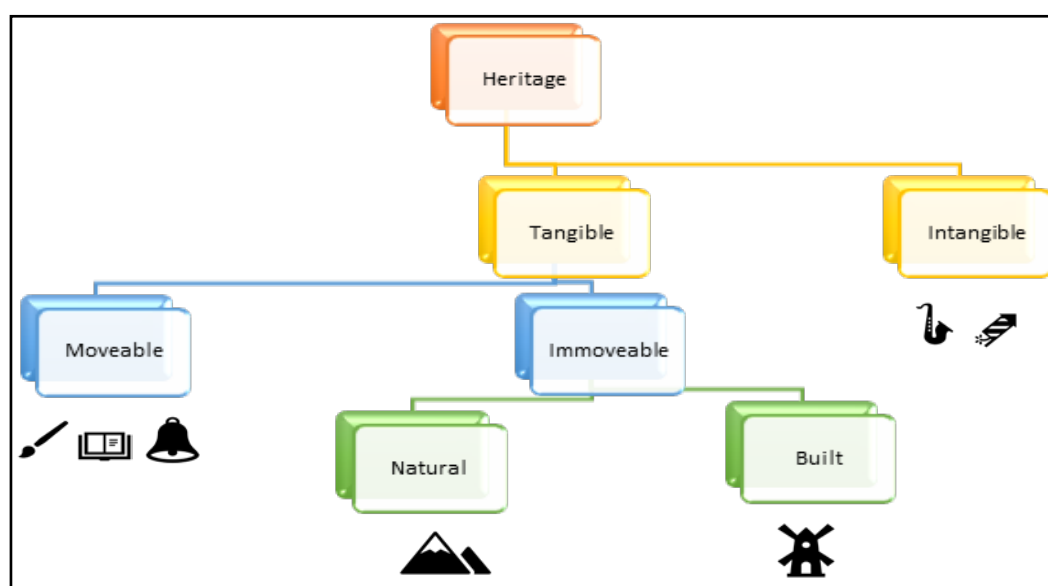
Figure 1.1: Classification of Heritage

Intangible heritage comprises of language, festivals, folklores, folk-songs, symbols, music, values, principles, all kinds of scientific, technical and ecological knowledge etc. It is the representation of the people, their region, religion, culture and their knowledge.

Tangible resources are anything that can be perceived through the sense of touch. It has been grouped into two categories, moveable and immoveable heritage. Moveable heritage objects include portable things like books, scriptures, artifacts, instruments, etc. (Watkins and Beaver, 2008). The papyrus scrolls, Chinese scriptures, hieroglyphic scriptures of the Egyptian era, records and tablets maintained by scholar-travelers like Fa Hien and Huen Tsang are few examples of moveable tangible heritage.

Tangible immoveable heritage may be again sub-grouped into *natural geographical sites* like the Great Barrier Reef (mountains, hills, seas, oceans, reefs, landscapes, etc.) and *built forms* (buildings, structures, statues, etc.). A fine example of built immoveable heritage exhibiting sophisticated masonry techniques is the Machu Pichu, situated fifty miles from Inca Civilization Capital of Cusco undestroyed by the Spanish troops. It comprises of one hundred and fifty baths, houses and temples structure.

The tangible immovable built heritage can be further categorized as (Gupta, 2007):

Table 1.1: Classification of Tangible Immoveable Built Heritage

Classification	Examples
Residential heritage	Bungalows, Palaces, Town Houses, etc.
Commercial heritage	Markets, Factories, Garages, Ports, Shops, go-downs, etc.
Community heritage	Educational institutes, Courts, Hospitals, Libraries, government offices, railways, etc.
Religious heritage	Churches, Dargahs, Gurudwaras, Mosques, Shrines, Temples, etc.
Memorials heritage	Head stones, Historic inscriptions, Samadhis, Tombs, etc.
Heritage precincts	Historical and traditional places such as heritage villages; craft centres; urban precincts and streetscapes; historic and trade routes; academic, scientific, technological and industrial establishments and transportation sites, etc.
Heritage landscapes	Landscape (gardens, parks, etc.); scenic sites (hills, hillocks, sacred grooves, valleys, wooded areas, etc.) and water bodies (rivers, streams, reservoirs, tank, wells, etc.), etc.

As seen in Figure 1.2 tangible heritage is a significant category of cultural tourism included in its definition. Tangible heritage whether moveable or immoveable are easily interpreted by tourists and highly appreciated.
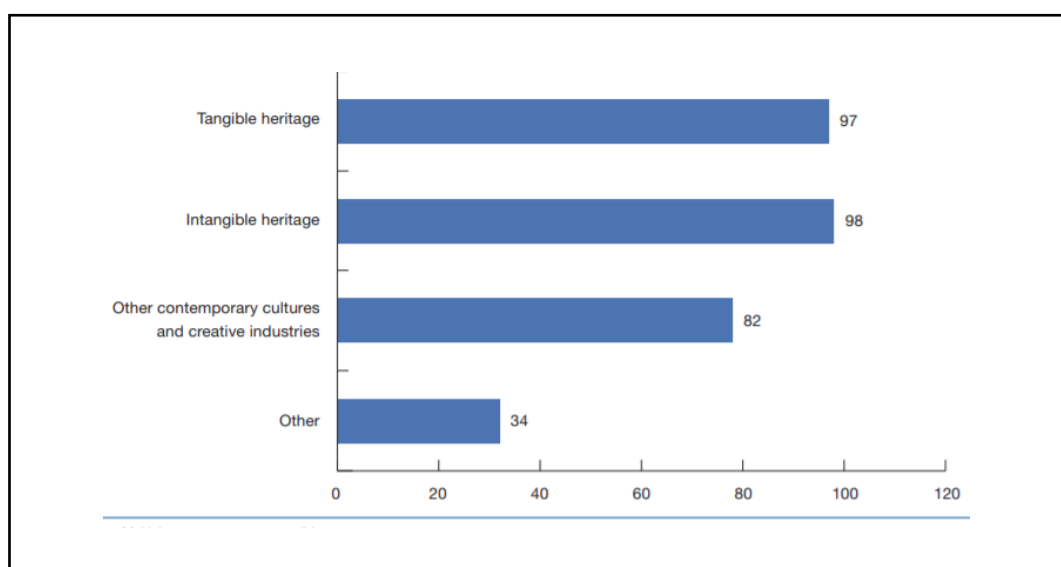
Figure 1.2: Elements included in Cultural Tourism Definition

(Source: UNWTO Baseline Report on the Integration of Sustainable Consumption and Production Patterns into Tourism Policies, 2019)

Tourism and culture creates synergies for the economy and the nation. Europe is the major continent attracting maximum number of international tourists to experience its culture and heritage. For example, France witnesses over eighty-nine million travelers each year for its exclusive cultural assets, making it number one tourist destination worldwide. The city of Bordeaux, France is a fascinating example of how the historic core was regenerated through public-private partnership, tax exemptions and subsidies raising the tourist arrival. Another, The Guggenheim Museum, Bilbao, Spain and the Museum of Old and New Art, Hobart, Australia addressed the issues of unemployment and economic diversification. The number of footfalls averaged to about nine lakh annual visitors to the modern museum in Spain thereby strengthening the local economy. Tourism knits the gap between economy, sustainability and heritage destinations. Religious tourism, also a part of heritage tourism is another huge phenomenon, generating eighteen billion in revenue across six hundred million national and international trips (UNWTO

Baseline Report on the Integration of Sustainable Consumption and Production Patterns into Tourism Policies, 2019).

The heritage landscape created by the built heritage assets of a place is increasingly being recognized as an influential heritage ingredient that charms tourists' interest. Maintaining only the prominent and renowned heritage sites while giving away the surrounding to modern development, imposes a negative impact on the culture, the community and the tourists interpreting the view. The preservation of these heritage urban landscapes and its basic constituents in the form of heritage markets, local heritage houses, the original communities living there etc. is gradually gaining cognizance. For instance, the World Heritage Site of Historic Centre of the City of Salzburg, Austria, it is the alleyways, the cobblestone streets, the domes, the archaic residences that make the city picturesque and not only a stand-alone structure of Hohensalzburg Castle. What would Venice be had it altered its pedestrian-only city life to modern roads and what view would be left if the stunning architectural view-scape from the canals were obliterated?

The gaining currency of sustainable development, has the world inching towards a comprehensive urban conservation strategy. Historic Urban Landscape (HUL) is recognized by UNESCO to outline a management mechanism that is not limited to stand-alone sites or objects but effectively appreciates the individual elements of heritage, the tangible and the intangible aspects in coaction. These elements are constantly inter-playing to create a synergism typically retaining idiosyncrasy of a place. The HUL is a result of topography, geomorphology, land-use patterns, socio-economic dimension, built heritage, local values, culture and customs, and other tangible and intangible elements. It is the genius loci, an abstraction being adopted in urban planning and regeneration. This heritage thereby needs preservation.

1.2.1 Heritage – a denouement of civilization

The consciousness to preserve the past only came in the aftermath of mass destruction of our history as a product of wars coupled with post-war neglect. Wars have been inevitable in history with irreversible consequences. States today are

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regulated by principles of sustainable economic development and world peace. As man stood testimony to the destruction of the built, the wisdom, the communities and their culture, the seed of awareness was sowed. Ancient poets, philosophers and scholars were the first to lament this wreckage, as evidenced from accounts of Roman poets,

> *"Thou stranger, which for Rome in Rome here sleekest,*
>
> *And nought of Rome in Rome perceiv'st at all,*
>
> *These same olde walls, olde arches, which thou seest,*
>
> *Olde Palaces, is that which Rome men call."* (Jokilehto, 2007)

For heritage has to bequest a value that is beyond replication and frozen in time. History speaks of the legends, the warriors, their herculean feats and the indelible events that contoured our present and heritage is its *aide-memoire*. Antole France, a French poet beautifully emphasized, "*...man is man because he has his memory*".

Modern civilization is a reflection of the evolution in man's ability to contemplate. There was a time when the animal-like man hunted, reproduced and feared the mysteries of nature. Through rain, thunder, lightning, scorching heat, floods, draughts and braving myriad wild creatures, he kept struggling against a world replete with perils eclipsing his dexterity. Necessity fuelled by curiosity became the mother of invention. As Albert Einstein, the great scientist puts it -

> *"Curiosity has its own reason for existence. One cannot help but be in awe when he contemplates the mysteries of eternity, of life, of the marvellous structure of reality.*"

Mankind observed, experimented and was compelled to innovate. The exigency of company, obstacles of frequent travelling and in-exhaustiveness of food resources were tested through trial and error, acquiring the rudimentary imperatives to process thoughts and memorize the lessons. The Caves of Blombos in Southern Cape, South Africa hailing from the middle Stone Age era stands testimony to his search for an enduring roof, a hundred thousand years ago. It was a significant milestone allowing semi-permanent relief from frequent travelling, forming

cohesive communities living together. As time passed by, he honed skills to observe and pass these skills to future generations. Mankind unearths continuous sources of food like fish from lakes, rivers, bays and then oceans; fashions tusks, bones and stones into hunting tools, bowls and cutlery; remodels leaves, barks and hides into clothes and domesticates animals for security. With metamorphosis in living conditions, activities expanded past the primal survival. Gradually, expression of imagination took center-stage, through improvised language, art, scripts and crafts. Experimentations became a way of living, a source of know-how. The beautiful representations of nature and daily chores depicted in charcoal and ochre paintings of Altamira Caves in Spain serves a benchmark in the evolution of art forms.

The uncivilized man was edging towards the new social and habitable kind. Agriculture, another discovery after fire provided a major reason to permanently settle. Some of the ancient civilizations grew along the most fertile banks of the rivers Tigris-Euphrates, Nile and Indus. With co-inhabitation and multiple types of activities to engage in, men diversified and specialized in hunting, foraging, care-giving, cultivating, fishing, weaving, cooking etc. From burning clay, smelting ores, creating locomotives like chariots to agricultural instruments like the plough etc., inventions kept the civilization going from one phase of advancement to another. The ability to concentrate interest, comprehend and control environment helped mankind in progressing unlike any other species. The mind frame for critical analysis facilitated advancement in technology, economics, politics and spirituality. For example, the wooden granaries of the Jordan Valley were built on a high platform to safeguard against contingencies. Built over eleven thousand years ago, storage mechanisms are corroborations of evolutionary threshold in food technology and management.

Sedentism, concentration of power and social hierarchical structures has its genesis in the art of storage (Morgan, 2012). Surplus accumulation only deepens the gaps in a society. As agricultural abundance stratified the society into classes of power, men who engaged in profitable ventures found superiority over the have-nots. They escaped routine and laborious work with the surpluses in hand,

exchanging with the ones willing to serve. The organizing class became the seats of power, the masters of the cohort.

> *"The master doesn't need to chain his slaves; their needs will chain them to him"*

- Bangambiki Habyarimana

Civilizations progressed on the strength of the controlled as Aristotle expresses the opinion that slavery is natural and inevitable. Whether it is leader of a clan who dictates rules for the tribe, king and his subjects or simply the rich controlling the poor, politics help engender growth of societies. For if man had the opportunity to refuse tiresome labour, would there be any shoulder to execute the deed? The ninth century Feudalism in Europe or Industrial revolution that hegemonized the entire world in the eighteenth century, were deeply rooted in this concept that poor men are to serve the richer classes. It's nature's law to let the weak dwindle into oblivion. Besides power and money, recognition became an important social construct. To be renowned and remembered in the years to come, they heavily invested in innovation of language and script, commissioned architectural grandiose, academic expertise, adventurous expedition and celebrated grand festivals. Men raged war to acquire, prosper, defend, control and stay relevant. Be it the conquest to establish the Roman Empire or the current Syrian civil war. Rulers like Napolean and Alexander conquered kingdoms after kingdoms, fuelled by the greed for ascendancy and personal agenda.

> *"Property was the mother, war was the father of the state"* – Durant

Wars ensured weaker races perished. Primitive anarchy discontinued as societies restructured under great new leaders. Civilizations are formed by economic provisions and political associations on one hand, strengthened by moral persuasions and quest for knowledge on the other. The concept of state developed as masses were blinded to pledge obedience to a flag, a ruler. They often consecrated to a holy faith, oppressed revolt and set in motion several mechanisms such as religious institutions, schools, government, international forums and so on to instill loyalty for the state. Sumner et al (1927) visualised the state as a product of force and how it continues to exist due to force. This philosophy lies at the heart of colonization and

expansion of territories. The Dutch, the Portuguese, the British among others skillfully converted their trading relations to colonial rule enforcing their superiority over the natives by torture. Through the rise and fall of kingdoms, numerous emperors erected and obliterated culture and heritage of the people for the conquest of prosperity, objectification of emotions and brandishing of supremacy. It is this ceaseless display of vanity accruing immense loss of life, property and knowledge, which culminated in planting the apathy for heritage.

> "*Hasten to prevent such damage! ...It will be an honour for you to have saved these ruins, because they testify to what once was the glory of unviolated Rome*' – (Jokilehto, 2007)

1.2.2   Changing notions towards Heritage and Tourism

Nations have since ventured to consciously protect heritage for its community, economy and future generations. An increasing acknowledgement of the benefits that heritage secures, have made global leaders to stipulate regulations to protect heritage from natural calamities, warfare and dereliction. The heritage industry added US $ 2.84 trillion[i] to the global economy in 2018 and is expected to escalate employment opportunities to support 381,700,00[ii] individuals by 2027. From supporting giant industries like that of fashion, artifacts and tourism to promoting economic development and enriching a nation's image, heritage contributes to it all.

The year 2017 was opined to be the year of Sustainable Tourism for Development by United Nations World Tourism Organization owing to the positive dynamics added by the industry. Direct contribution to the global economy in 2017 amounted to US $ 2.57 trillion[iii] and by 2027 it is estimated to support about 381,700,00[iv] employment opportunities. Over the years tourism industry has advanced, generating multifaceted impacts to the society and the nation at large. The sector impacts five major areas – (1) Inclusive and sustainable economic growth (2) Social inclusiveness, employment and poverty reduction (3) Resource efficiency, environmental protection and climate change (4) Cultural values, diversity and heritage (5) Mutual understanding, peace and security[v]. From the nascent industry developing under the aegis of people's support and government incentives

denominating it as *tourism-development,* it gradually metamorphosed to *tourism-for-development,* a self-sufficient 'panoramic program', facilitating growth of other allied industries and the economy. The sustainable activities endorsed by the industry have become a sine qua non for macro-economic development.

In the recent era, advocates of heritage conservation delved into the possibilities to protect heritage structures from destruction that do not strengthen the enemy nation while engaged in arms conflict. Formation of The League of Nations in 1920, officially after the Paris Peace Conference (1919) introduced the ambitious perspective to condemn warfare through international mediation. Of the covenant agreed upon, one of the fourteen points referred to as 'collective security', placed equivalent importance to the safety of large and small countries. But, somehow the League failed to execute its objective and World War II became a reality. The unison of responsibility, a concept perceived in the League, became a precursor to the formation of United Nations (1942) later. Gradually, nations orchestrated their vision for a global heritage conservation movement. Important to note that after World War II, the Hague Convention 1954 attempted to define the scope for the first time, of what shall constitute 'cultural property'.

Series of events followed suit. International Congresses of Architects discussed restoration and the challenges of implementation at length in Brussels (1897) and Madrid (1904), pioneering to classify monuments into *dead* and *living.* The living monuments were defined as the ones that still serve a present day purpose. They should be restored to continue serving the purpose. But the monuments which cannot be used for any contemporary purpose should be preserved in such a manner that its historical and technical value is maintained without much intervention.

The Venice Charter (1964) a one of its kind Charter championed a conservation movement by referring to ancient monuments as "common heritage". Deriving its essence from the Athens Charter (1931), the second International Congress of Architects and Technicians of Historic Monuments agreed upon the

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principles for conservation, restoration, excavation and scope of related terms. This marked the beginning of the new-age heritage conservation revolution.

Various institutions have since been established as an outcome of these charters, to extend progressive solutions in heritage management. Headquartered at Paris, The International Council on Monuments and Sites (ICOMOS) was established in the year 1965, a product of the Venice Charter. ICOMOS strives to conserve and protect heritage and cultural locations globally through its network of specialized committees. The International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) was formed on the advice of the UNESCO's General Conference in 1956. Its aim is to protect heritage through capacity building, research and advocacy. And UNESCO which stands for United Nations Educational, Scientific and Cultural Organization identifies heritage sites with outstanding universal value and protects them under the Convention adopted in 1972.

1.2.3   Consciousness towards Value of Built Heritage

Heritage can only be sustained if heritage is understood and the importance it bestows on the society be endorsed. The need to develop, modernize and technologically advance, shall always impose a threat to the existence of these heritage sites since most heritage assets are centered around the urban core of cities. Modern cities have evolved from historical civilizations. To sustain them in the future, of essence it is to apprehend the past. The constructive events in the recent past paved the way to define, discuss and learn what heritage is and can be.

Defining the scope of the term *heritage* and classifying them on the basis of certain distinctive criteria, matures the understanding and sets the scene for the agenda for conservation. Heritage, both tangible and intangible provides a timeline to people, to comprehend where they are, how much they have progressed, mistakes they have made and lessons they have learnt. The understanding took generations to develop and ultimately crystallized into global standards for its protection.

Focusing on built heritage, the poets, scholars and authors have pleaded over centuries to awaken ones consciousness to value heritage. The earliest documented law of preservation dates back to 1721, in Portugal. Cognizance of responsibility towards heritage underwent transformation. Leaders around the world took steps to counter cultural disasters. Monument Commissions of Spain (1844), Commission Royale des Monuments of Belgium (1823), National Antiquary of Sweden (Seventeenth Century), Society for Protection of Ancient Buildings of Britain (1877), are few examples from around the globe portraying the changing mindset and policies for heritage protection.

Conservation initiatives evolved with the basic idea to save intrinsic 'historic' and 'aesthetic' values (Hearn 1990, Ruskin 1961). The urge to preserve the past originated with the idea of preserving oneself. The imposition of national identity evolves from the very notion of nostalgia where the present serves as a link between the past and the future time periods (Hewison 1987). The monuments, palaces, remnants, market places, places of worship, scripts, folklores etc. during colonialism or reign of various indigenous monarchs have left behind evidences from their era in history. Each and every evidence contributes to the larger jigsaw of world history.

Heritage values have been recognized by the Australia ICOMOS Charter 1988 that included for the first time the social values along with aesthetic, historic, scientific, spiritual, political, national and cultural values. The values differ over the perceptions of the authors and from the areas of expertise they hail from. To quote the Venice Charter regarding, "it is our duty to hand them on in the full richness of their authenticity" (ICOMOS 1974). Values can be defined as qualities and characteristics in things, attributes, quantitative or qualitative factors. Values are a simple and reliable means to evaluate how well a desired outcome or criterion has been achieved. This could be in manifested in the materials used, the craftsmen's expertise, architectural advancement, significance attributed by the locality, connection with eminent personalities, is associated with a historical narrative, inspiration it provides, scientific interest it excites, beauty and so on.

Value of heritage properties is a combination of social and economic advantages that can be realized. The concept of Total Economic Value (TEV) is all-inclusive and is applied to quantify the impact of change in environment or a bio-diversity. It is categorized into use value and non-use value (*see* Table 1.2).

Table 1.2: Use Value and Non-use Value

Use Value	Non-use Value
Direct Value	Existence Value
Indirect Value	Altruistic Value
Option Value	Bequest Value

Often applied to cultural heritage sites to estimate its value, *use values* are more tangible and are measured when the heritage asset can be consumed at present and returns are also expected at present. Tourism and educational activities facilitated by heritage sites is a direct value. Appreciation in property prices due to close proximity of heritage buildings would be indirect value. Option value would accrue if the heritage asset is put to some other consumption alternatives like a heritage residence may be reused as library or school in the future. The non-use values involve no consumption per se. The simple existence of heritage is considered invaluable for its touch of aesthetics to the surrounding (existence value), or for inheritance (bequest value).

In the present day, ascertainment of the value of heritage has expanded beyond the closed group decision of experts. The stakeholders of heritage, i.e. the community, government, scholars, academicians, owners, the state, nation, the world at large and their opinion on the value of heritage are increasingly being included in the evaluation process.

1.3   Heritage Tourism for Sustainable Development

Heritage tourism supports preservation of history by presenting heritage as a marketable commodity that enhances the visual experience for tourists (Timothy Boyd, 2003). Its multifaceted possibilities to fuel economic advancement, reduce income inequalities, create educational value, alleviate poverty, protect ecologies, sustain cities, nurture communities and promote world peace is being increasingly

acceded by global leaders. The Sustainable Development Goals (SDGs) is a comprehensive agenda projected in the United Nations General Assembly – Transforming our World: the 2030 Agenda for Sustainable Development, Resolution 70/1. The vision to protect the people and the planet is evident across the seventeen global agendas. Heritage Tourism as an industry has the potential to help achieve each of these seventeen objectives.

From engaging a substantial percentage of women workforce in the cultural sector (SDG5: Gender Equality), promoting markets for indigenous commodities, cultural goods/services and heritage assets by generating employment at different levels (SDG-8: Decent Workforce and Economic Growth & SDG-10: Reduced Inequalities) to establishing institutions that foster education and cultural understanding (SDG-16: Peace, justice and strong institutions). SDG-16 is especially important in terms of heritage and culture, for its reference to protect culture and social cohesion in times of war. The SDGs distinctly cite culture and heritage in SDG-4: Quality Education, to promote an education system that emphasizes a culture's contribution to sustainable development and in SDG11: Sustainable Cities and Communities, to ensure that cities and town are habitable with sustainable means. Heritage Tourism activities has thereby been acknowledged for being in sync with the aims of Sustainable Development Goals.

Figure 1.3: Sustainable Development Goals 2030

(Source: The 2030 Agenda for Sustainable Development, UN, 2015)

Heritage tourism encourages the emergence of local markets for cultural goods and services, helps in preserving indigenous knowledge and practices of the communities and aids capacity building through innovation and entrepreneurship. Growing inclination of tourists for niche areas of culture and heritage, have reinvigorated a zeal for efficient heritage management practices across the nations (Cela and Lankford 2009).

Figure 1.4: Target 11 of SGDs 2030

(Source: UN, 2015)

Focusing on SDG-11 which aims to 'make cities inclusive, safe resilient and sustainable', the goal specifies the following seven targets:

Target 11.1   :   Safe and affordable housing

Target 11.2   :   Affordable and sustainable transport systems

Target 11.3   :   Inclusive and sustainable urbanization

Target 11.4   :   Protect the world's cultural and natural heritage

Target 11.5   :   Reduce the adverse effects of natural disasters

Target 11.6   :   Reduce the environmental impacts of cities

Target 11.7   :   Provide access to safe and inclusive green and public spaces

Target 11.a   :   Strong national and regional development planning

Target 11.b   :   Implement policies for inclusion, resource efficiency and disaster risk reduction

Target 11.c   :   Support least developed countries in sustainable and resilient building

Gradual depletion of heritage assets, defeats possible benefit accruing from tourism activities developed around it. Thereby Target 11.4 specifically draws attention to the need to preserve, protect and conserve all cultural and natural heritages. Heritage forms a founding stone in the progress of any city and a nation at large that requires attention to be conserved for future generations to cherish and understand world history. Each generation owes a duty to 'look after' the inheritances and pass them on, in the same proportion and quality to the future (Fyall & Garrod, 1998).
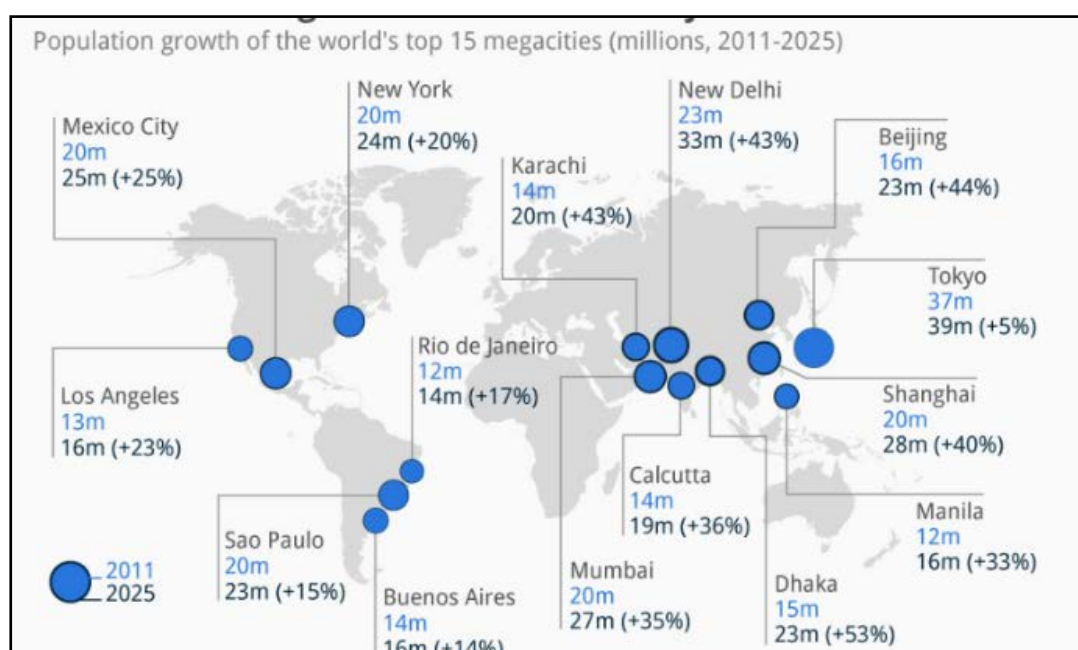
Figure 1.5: Population growth of World's Top Megacities
(Source: Statista)

Rapid urbanisation has been threatening the existence of heritage. Most metropolitan cities have been developed over time in and around these historical core areas, abundant with historical assets, artefacts and original communities. Cities constantly upgrading with ameliorated infrastructure, burgeoning with commercial opportunities and expanding with population explosion due to constant shifting from lesser developed areas, is in need of urban land. Authorities are in serious dilemma to attain equilibrium between development and conservation, being constantly divided between the price of urban space and value of heritage.

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As per the United Nations report there are thirty three mega cities (cities whose population is more than ten million) as of 2018 where 55% of the total world population resides[vi]. Estimated at 4.2 billion currently, the urban population is set to rise to sixty eight percent by 2030. Consequently, sustainable development strategies are increasingly being integrated with urban regeneration goals to protect heritage as well as to promote urban and economic development. Countries across the globe are complying with these goals to alleviate societal problems and foster world peace.

1.4   Historic houses and Tourism

With rising consciousness towards heritage conservation, adding a purpose to heritage through mechanisms like heritage tourism is a truly innovative way to present it to the society. UNWTO considers 40% of the tourists to be cultural tourists and 73% millennials prefer visiting places of historical importance and expect authentic experiences. The statistics throw light on the requirement to promote unique natural and built heritage of a nation, its people, culture, artworks, festivals, etc.

Studies have concluded that heritage sites inscribed in the World Heritage Site (WHS) list induces mores tourism globally (Arezki et al 2009, Yang et al 2010, Huang et al 2012). Su & Lin (20014) studied the panel data of sixty six countries and found a positive relationship between WHS and international tourist arrivals. An increase in WHS by one number has the capacity to attract about four lakh more international tourists. Thereby nations tend to conserve and promote outstanding heritage sites that aide in creating an image for the country and are globally appreciated. Elaborate castles of Europe like the Bavarian Castle or the Forbidden City Castle of Beijing or the Palace of Versailles is renowned, well maintained and frequented by tourists regularly. But other heritage sites like Haus Der Ritter of Germany or Siheyuan of Beijing for example trace lesser footsteps. So, heritage sites historically important to various communities but lesser known at the national or global level, fail to seek attention of both the travelers and the government.

For a country like India, being an ancient civilization, heritage is in plenty. Everyone is in awe of the Taj Mahal in Agra which happens to be a WHS. In recent report India Tourism Statistics 2022, Taj Mahal was found to be the most visited ticketed heritage site followed by Red Fort and Monuments of Mamallapuram.

Table 1.3: Top ten source countries for Foreign Tourist Arrivals in 2018

S.No.	Source Country	FTAs	Percentage (%) Share
1	Bangladesh	2256675	21.37
2	United States	1456678	13.80
3	United Kingdom	1029758	9.75
4	Sri Lanka	353684	3.35
5	Canada	351040	3.32
6	Australia	346486	3.28
7	Malaysia	319172	3.02
8	China	281768	2.67
9	Germany	274087	2.60
10	Russian Fed	262309	2.48
Total top 10 Countries		6931657	65.65
Others		3626272	34.35
G. Total		10557929	100.00

(Source: Tourism Policy 2019)

Forts of Rajasthan, Red Fort and other historical monuments of Delhi accompanied by Taj Mahal of Agra is the much visited Golden Triangle that is internationally assumed to capsulate the Indian culture. Amidst the myriad cultural possibilities of India and simultaneous development of niche tourist segments, more of Indian culture should be offered to the tourists by inviting them to visit heritage neighborhoods across the length and breadth of the country.

In India, each historic core is unique like the city of Varanasi on the banks of river Ganga, where the ghats welcome you to the city, the narrow lanes lined by old houses, temples and shops charm you all the way to the Vishwanath Temple and the Chunar Fort. Cities like Ahmedabad, Gwalior, Mysuru, Madurai, and so on have

their indigenous charms attributed by the congregation of historic houses. In contrast are the cities of Pondicherry, Kolkata, Goa, Tharangambadi etc. Pondicherry was a French colony, beautifully embroidered with Franco-Tamil style symmetrical houses with embellished gate entrances; Tharangambadi or Tranquebar a Danish colony is again a small town known for its Fort Dansborg; Goa better known for its beaches, is culturally still a Portuguese colony and lastly Kolkata a British colony famous for the Victoria Memorial and the city of freedom fighters, literary stalwarts and noble laureates. These historic houses that make up the historic cities or colonies constitute the heritage fabric to the city. The thesis draws attention to this very segment of built heritage of the city of Kolkata.

1.4.1   Kolkata - the city of palaces

Kolkata is the capital city of the fragmented part of Bengal that belongs to India. Nadia, Chandennagar, Howrah and Bidhannagar are also parts of the larger Kolkata metropolitan area. Streets reminding of yester year English governors, tramlines still tracing the journey of the electric tram cars, yellow taxis calling out to passengers, man pulling rickshaws through narrow lanes formed by old houses, the tea and chit-chatting of people on the *roak*, the music lessons filling the evenings, the people of Kolkata are breathing this history, beating the dynamics of time.

It is the abundance of the Sub-Bengal region (present day Bihar, Bangladesh, West Bengal, Jharkhand and Orissa) that drew many foreigners to its shores for better trading opportunities. Quality of cotton, jute and the fine muslin cloth coupled with accessibility to the port made it convenient for trade. Portuguese first came here in 1530s, followed by the British much later in 1615, Dutch in Chinsura (1655), French in Chandennagar (1697) and Danes in Serampore (1755). Chittagong and Satgaon were then the main maritime centers of the region and have been so since the Sultanate reign. Several disputes of East India Company with the governors led to crippling of trade. To fortify themselves against such disruptions, the British first built its fort in Chittagong. About the year 1690, after much hostility between the English and the Mughals throughout India, peace treatise was signed to bring back law and order and to avoid further damage of property and lives. Job Charnock an English official and also the founder of Calcutta, on the invitation of Ibrahim Khan,

the governor of Bengal to establish British base constructed the fort at the strategic location where it stands today, after purchasing three villages from the local landlords. It was at this prosperous village of Sutanuti, renowned for its *suta* quality, where the British first hoisted their flag.

Post the Battle of Plassey, as the capital of British India, the city was beautified with Victoria Memorial, Esplanade Mansion, Writer's Building, Grand Post Office, etc. under their patronage. Designed to exert English dominance through architecture and scale a plethora of administrative and residential mansions were erected. As the southern part became occupied by British, the affluent traders and *zamindars* shifted to the north. They built their palaces and residential houses like the Marble Palace, Tagore Castle, Belgachia Villa, House of Butto Kristo Paul etc. under the influence of the British.

Table 1.4: Top ten international check posts for FTA in India

S.No.	International Check Posts (ICP)	FTAs	PERCENTAGE SHARE
1	Delhi	3043550	28.83
2	Mumbai	1636941	15.50
3	Haridaspur	1037318	9.83
4	Chennai	784798	7.43
5	Bangalore	608534	5.76
6	Kolkata	531743	5.04
7	Hyderabad	327146	3.10
8	Dabolim	318580	3.02
9	Cochin	310229	2.94
10	Gede Rail	243685	2.31
	Total top 10	8842524	83.75
	Others	1715405	16.25
	G. Total	10557929	100.00

(Source: Tourism Policy 2019)

Erstwhile Bengal flourished mainly along the banks of river Hooghly. It was due to political conditions that the British were pushed to the lower banks of Hooghly, which was then majorly a swamp. Topography, architecture and politics have always interplayed to shape the development of a region. The British established themselves from Calcutta, making it the hub of commerce and administration later. Churches, residential estates, roads, railways, telegraphs, police stations, survey offices, graveyards, etc. were built to beautify this Indian state into a habitable and civilized replica of Britain.

Although being a heritage city, Kolkata is yet to have a World Heritage Site tag on any of its buildings besides Durga Puja being conferred the WHS tag for being invaluable intangible heritage. The city adds only 5% to the total foreign tourist arrivals in India. With the development of infrastructure, industry and arts of the state, it is important to implement policies that preserve the very being of the city, which once lost cannot be reverted to the original situation.

1.5   Rationale of the problem

Kolkata like any other city in a developing nation is facing the dilemma, whether to acknowledge value or the price of heritage. Besides beauty and image, heritage is a storehouse of information. In the case of Bengal, where burnt clay was used to build European themed structures as an adaptation of the marble masterpieces of coloniser's nation, serves as a paragon for local use of materials, craftsmen, modified techniques, use of innovative resources, combination of diverse cultural ideas etc. The architects and engineers of the time did not portray atomistic view of buildings. Each erection along with its precincts formed a part of the larger townscape, thereby adding value and infusing aesthetical wonder to the environment. This element of town planning seems to be existing only in theory and absent in practice. Juxtaposition seems to be the new norm, where saving a single heritage structure seems a feat while building sky scrapers around it and inducing gentrification. In theory the city has a dedicated law for heritage gradation, a committee for conservation, architects to consult with, academicians and enthusiasts to converse with and students to reinvigorate life into the mechanism, then why do

we witness demolitions, degradation and apathy towards the heritage sites of Kolkata?

1.6   Statement of the problem

At present, 72% of the poorly managed heritage assets of Kolkata, constitute dilapidated residential heritage sites as accounted from media and audit reports[vii]. Heritage categorized under heads of commercial, community, religious, memorial, precincts and landscapes have forms of ownership that belong to a larger group of people like community or the government. Moreover, these sites are germane to the lives of the people today as they are serving a purpose. Their contemporary relevance and onus of maintenance are being shared either by the people or the government thereby keeping the sites in appropriate conditions to thrive over the years. But the burden of maintaining historic houses lies majorly on the shoulder of the current owner/stakeholder. The research zeroes in on residential heritage that is most susceptible to decrepitude and how can integration of tourism enable sustenance and improvement in value. The focus of the study is relevant to the eleventh Sustainable Development Goals (SDG) of the United Nations Development Programme that is to achieve sustainable cities and communities within 2030, by championing efforts to safeguard the world's cultural and natural heritage[viii].

1.7   Literature Review

Convergence of the two concepts *heritage* and *tourism* dates back to the times when wealthy Romans visited the ruins of Greece. Emergence of pilgrimage tours and romantic movement enhanced tourists' interest towards natural landscapes and ruins (Light, 2015). By the nineteenth century heritage tourism had gained substantial ground. Countries like UK multiplied the number of museums to tap economic gains from the 'heritage boom' (Urry & Larsen, 2011). Although the industry existed since the seventeenth century, the notion towards travel being a leisure activity transformed only in the twentieth century. Leisure travel previously was limited to the elites of the society, now democratized for the masses to savour. People rewarded themselves for daily work with discretionary travel plans (Jamal & Robinson, 2009). Realising the potential of the tourism industry and to renew vigour

and regulate sustainable actions, international organisations like World Travel and Tourism Council opened up in 1990, marking the onset of a planned tourism development roadmap for the future. Academic world responded similarly, echoing the extrinsic changes in the evolution of heritage tourism domain.

Until late nineties, publications were limited to only 10 to 15 papers. As the tourism sector received increased impetus, publications in heritage tourism manifolded annually during the period 2000 to 2010. 2010 witnessed an increase in research papers by 4.6 times the publications in 2000. The momentum enhanced tremendously in the recent decade i.e. from the year 2010-11 onwards publications crossed the century mark annually, which only doubles with time as depicted in Figure 1.6.
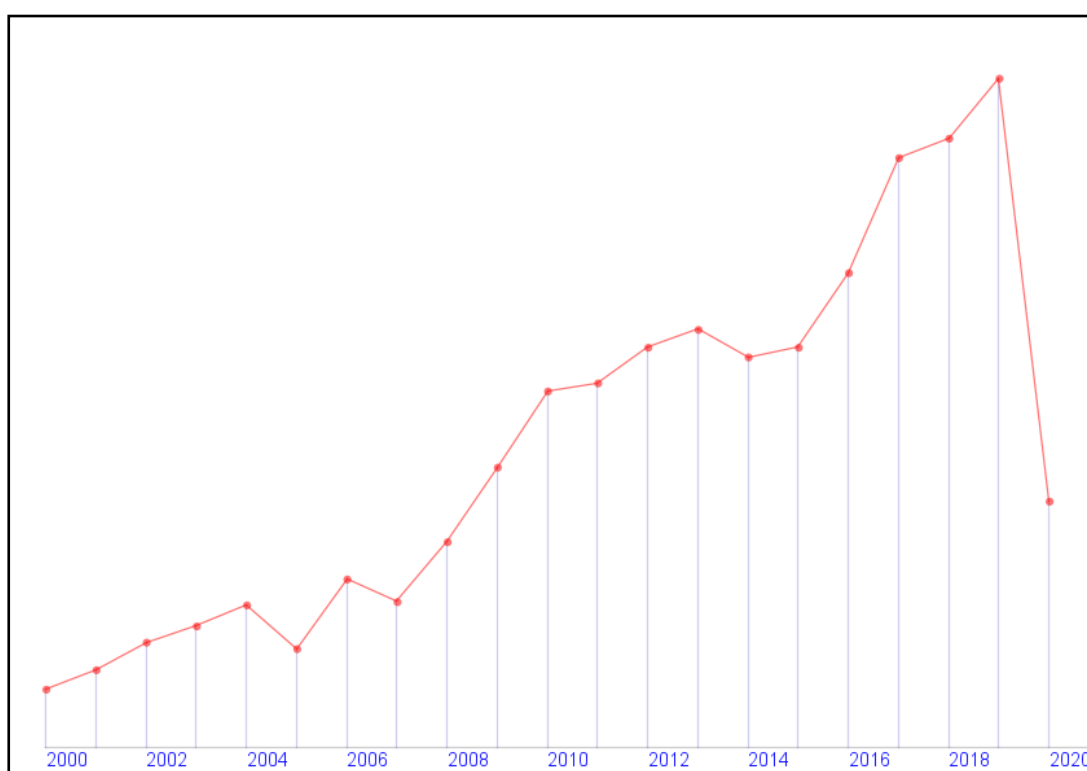
Figure 1.6: Frequency of publications on heritage tourism

The earliest paper to appear with the key word 'heritage tourism' was in the year by Engler (1978). Although never cited, the article discusses how the Bedford city of Pennsylvania, was developing tourism around the heritage city which is a replica of an Appalachian village to extend employment opportunities to the low-

income area. The first paper with the key word in the title, Heritage Tourism-trends and tribulations by Cossons (1989) was cited 24 times. It identifies the key issues of 'management and interpretation' of heritage assets, the changing perception from restrictive conservation, to opening up access of heritage sites in order to cater to the rising demand of this new market for niche tourists. The change in perspective from tourism around heritage to managing heritage for tourism marks the first decade in nurturing of the field. Millar (1989) resonates with Cossons's (1989) opinion on heritage tourism and further expresses the need to protect and promote the uniqueness of these sites.

To study the vast realm of heritage tourism research, a phenomenon explored by multiple disciplines, it was necessary to conduct a bibliometric analysis to streamline the trends in current research and analyse the gaps in research. A co-citation analysis was conducted using the Document Co-Citation Analysis mechanism. Co-citation analysis is a method to identify when two distinct papers are simultaneously cited in one particular paper exploring a related phenomenon (Chen and Chen, 2010). The complex relationships between citer and citee are deciphered by forming specialised groups on the basis of citing resources like core documents in the co-citation cluster. This ultimately forms the intellectual base for further examination (Small, 1986). Research fronts developed from the intellectual base explains the way a study has radically progressed and has undergone transformation over time. The data is then analyzed to check research patterns and identify members of a cluster through structural metrics like modularity, silhouette and betweenness centrality and temporal metrics like citation 'burstness'. The structure of bibliometric analysis can be viewed in Figure 1.7.

The trend of research has been mainly from the social science background focusing on heritage management, authenticity for heritage marketing and tourist's psychological constructs while visiting heritage sites. These were the largest and active clusters till date.

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In heritage tourism, study of sustainability (Carter, Thok, O'Rourke, & Pearce, 2015), dark tourism (Tan & Lim, 2018) and niche tourism (Ellis, Park, Kim, & Yeoman, 2018) are some prevalent themes in reviewing heritage tourism literature. According to the study by Ruhanen, Weiler, Moyle, & McLennan (2015), which considers 492 sample articles between 1988 to 2012 finds that studies focusing on protected areas had a coverage of 7%. Whereas, studies associated with heritage and cultural tourism amounts to 3% share each of the total sample. Further, the authors argue that the topics in sustainable tourism have remained constant over the years.

As the world strives to balance the ecological in-equilibrium aggravated by human activities, heritage tourism has been increasingly integrated with sustainable development strategies. Heritage tourism ensures economic returns from natural, cultural and built environment while facilitating its conservation and development of the people. The repositioning of the concept from an economic effort to a viable panoramic exercise can be envisioned from the dynamics in the use of key words. As the words like sustainability, policy making, community, residents and ecotourism became frequently used in the recent times, it shows the shift in the focus from benefiting from heritage assets for tourism to tourism that protects its community and environment.
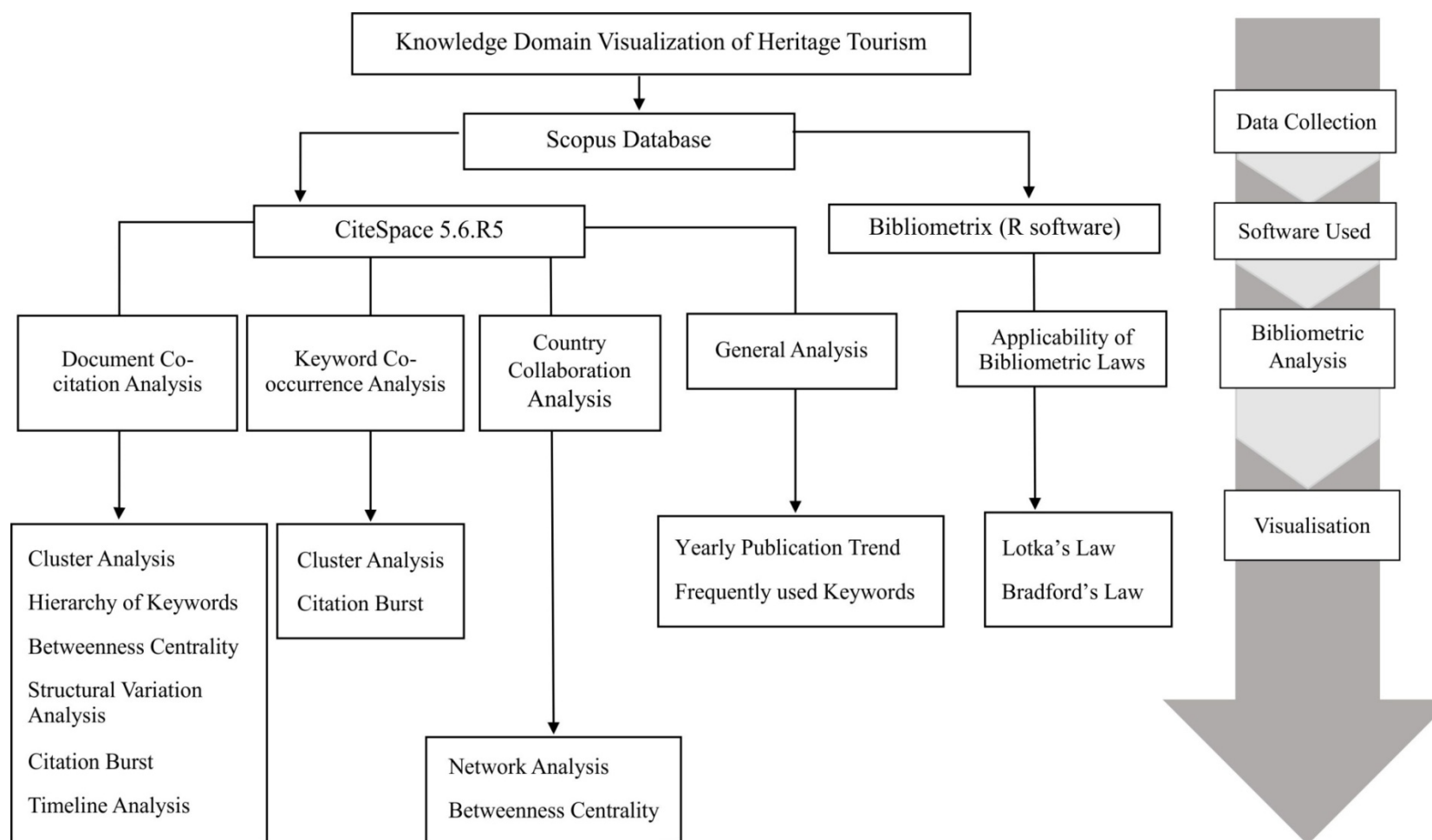
Figure 1.7: Structure of Bibliometric Analysis

Bibliometric analysis of heritage literature over the past two decades delineates the thrust areas of past research probe. Twenty-four research themes emerged of which *authenticity* was the most widely explored concept. This theme persisted even among the most cited authors and references. This corroborates extensive interdisciplinary research, mainly combining sociology and heritage tourism disciplines. People whether it be tourists on the demand side or communities on the supply side remains central to the studies. Abstractions like tourist's gaze, existential authenticity, resident's participation and impacts of tourism on the stakeholders have gained ground. The bibliometric study thus concluded three major research areas – i) heritage product based research - research focusing on niche heritage tourism activities like dark tourism, agri-tourism, etc., tourism around world heritage sites, specific cities and so on, ii) sociology based tourism research– this dealt with empirical study of the tourists and communities and iii) management strategies promoting tourism at heritage sites –research focusing on promotional activities, creative thinking, urban management, awareness etc. for better heritage management.

Scope for more research was found out in the bibliometric study, where most studies aimed at tourism at volcanic sites known as geo-tourism and not as heritage tourism, yet the heritage as well as culture of these places could be explored further from the tourist's view. Other areas are that can be explored are economic viability and benefit of international festivals at heritage locales; how developing countries can promote their heritage tourism potential and how indigenous communities are impacted by tourism development (Bhowmik, 2021).

HH Tourism is an advanced concept in the developed countries. Especially in Europe, most of the HHs are converted to museums. The authorities have proactively taken cognizance of the significance of HHs to the society and converted them to museum. So authors have studied HHs in the form of museums and how they can be preserved so that future generations can interpret and cherish their rich heritage (Butcher, 1993). Early works show that the demand for HHs among tourists is inelastic in nature.
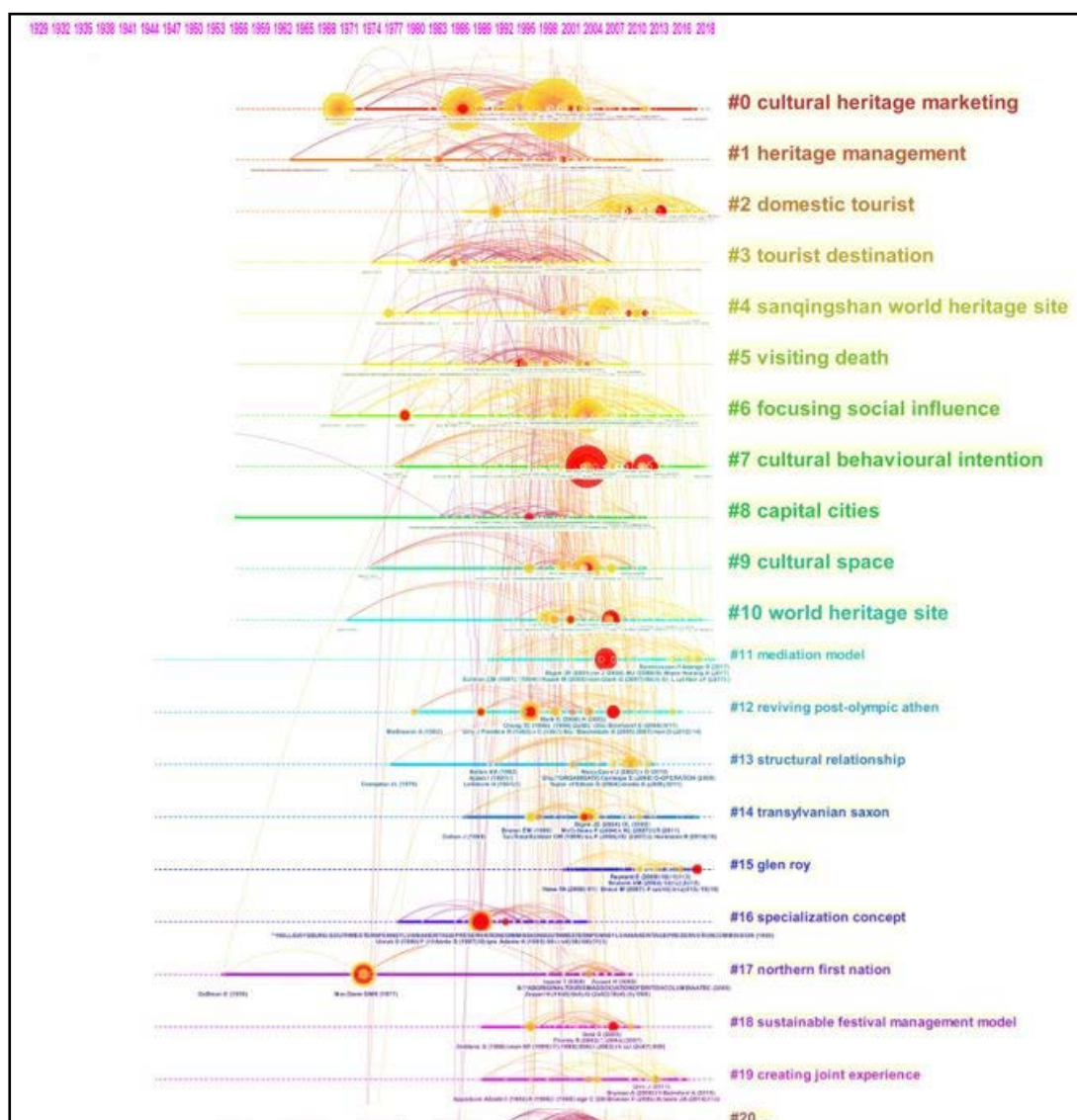
Figure 1.8: Bibliometric Analysis

HHs gradually attempted to promote special events in the premises simultaneously raising concern for increase in competition and change in heritage consumption pattern (Janiskee 1996), The same inference was concurred by Markwell et al (1997) where the authors highlighted the need to be innovative in presenting and marketing the HHs to tourists, as competition from virtual media rises, the threats to remain relevant for tourism in the new age also rises. HHs in general were also studied for their country distinct architecture (Moss 1998; Carrier 1999), and the increase in their *museumification* – a phenomenon where most old historic houses were being converted to museums creating an urban space crunch (Graham 2014).

Authors have provided insights on the policies and effectiveness of heritage tourism in India while customer or tourist satisfaction has been the focus for studies on the subject in West Bengal. Nithya (2011), examined the heritage tourism prevailing in Kerala. It was inferred that the state did not have an adequate policy to govern the operations of heritage tourism. The heritage sites acquired by the private sector reported sustainable functionality. The concept of community archaeology was inferred to be missing among the people of Kerala. The local administrative bodies and voluntary agencies were not concerned about heritage conservation. The study also concluded that there is a significant linear relationship between mean foreign exchange earnings and the number of foreign tourist arrivals. The Cost-benefit analysis by Sen (2015) plays a useful role in heritage buildings conservation. Even when it is difficult to estimate some heritage conservation costs and benefits with precision, applying the cost-benefit analysis framework is important and useful. By using cost-benefit analysis, allocation of resources used for conservation can be appropriately directed towards sites and structures valued highly by the local community.

Shah and Gupta (1999) praised Indian religious tourism for not causing negative environmental, cultural and social impacts. The author viewed that pilgrimage had less burden on the environment, was seasonal and provided economic benefits to the local community. Mishra (2000) in his study Pilgrimage Tourism – A Case Study of Brajmandal evaluated the growth and prospects of pilgrimage tourism in Brajmandal, Uttar Pradesh. He stated that among pilgrim sites, Brajmandal was one of the highly recommended places to visit. The findings of the paper described that with the increase in mobility of the urban class, there was a rise in the number of people preferring weekend trips to Brajmandal area. The study also highlighted the main problems regarding poor infrastructure, accommodation facilities, quality of food, shopping facilities, public convenience, communication, cheating and misguiding, etc. faced by pilgrims in Brajmandal. The author suggested operational measures like restructuring of tourism-related laws, need for systems approach in managing tourism development, interactions with tourists in a healthy manner, supportive role of non-governmental organizations, strategy for tourism

development, creation of Brajmandal Development Board and creation of Brajmandal region on the line of Vatican City to increase the tempo of pilgrimage tourism in Brajmandal.

The paper by Sofique and Prosenjit (2011) studied the relationship of tourists' satisfaction with the cultural and heritage sites of Kolkata. It revealed that tourists were influenced by the attraction of heritage sites as well as other factors like drama and theatre, attractive tour packages, souvenir shops and handicraft products. Tourists' behavior and satisfaction level were measured in accordance with their experience with the culture and heritage here. Ghosh and Sofique (2012) observed that over two hundred and fifty residents have a positive attitude towards cultural heritage tourism development and they believe that tourism has a role to play in the local economy. Independent variables included in the model that proved to be significant were, the prospect of handicraft, employment opportunity, and increased value of land. Mamun and Mitra (2012) examined the potential of tourism of Murshidabad district by creating an additive model including potential for physical aspects, social aspects, and environmental aspects. District wise the potential was evaluated. It was inferred that some areas excelled in social potential while others excelled in physical aspects or environmental aspects. To promote cultural and heritage tourism key elements identified were, high quality service, distinctiveness and space to incorporate additional infrastructural development. Further to enrich the understanding of heritage and culture, the need of standardized heritage interpretation mechanisms and sound heritage tourism policy for every heritage destination was recommended (Binoy, 2011).

Literature on heritage tourism in Kolkata is inadequate with dominant theme being heritage conservation. Dutta and Hossain (2009) criticized the grading system of heritage buildings under Kolkata Municipal Act (KMC) 1980, highlighting the need to update their methodologies. They suggested a multi-criteria decision making methodology for grading heritage sites in Kolkata to help the urban planners in deciding which heritage building can be preserved, modified and put to reuse or demolished. Sixty-nine heritage buildings were graded using this model using nine attributes and were compared to the grades provided by the Kolkata Municipal

Corporation. The attributes were historical value, architectural value, socio-cultural value, signs of deterioration, integrity, public opinion, local response, present state of use and accessibility. Another study evaluated the untapped demand for heritage by conducting a contingent value study of Princep Ghat of Kolkata. The total economic value model with the determinant 'willingness to pay' and a truncated model to identify the characteristics of the potential clientele has been used here. It was concluded that there was demand among tourists for heritage sites and the heritage value it portrayed (Dutta et al 2007). Bose (2012) studied the critical state of enlisted heritage buildings in Kolkata and how the Government limits its focus to conserve a few government buildings only. Further Bose (2016) observed the apathy of the government in planning schemes for heritage management, uncontrolled rate of new construction and poor state of heritage.

1.8   Research Gap

Through the extensive bibliometric review of twenty years of literature on heritage tourism four gap areas were identified. The thesis is premised on two such gaps - place promotion and promotion of festivals at heritage sites among others. Besides this earlier studies have not prioritized private residential heritage of local significance in developing countries and how they can be used for heritage tourism to become sustainable. Given their vulnerable nature and exposure to demolition, it is an important area to explore and provide insights.

1.9   Research Questions

The heritage fabric of the city is held together by its historic houses and its people. To understand the current state of HHs and how they can help place promotion, the thesis attempts to answer the following research questions:

1.   Are historic houses relevant in promoting heritage tourism in Kolkata?

2.   How can these historic houses aid theme-based tourism?

3.   Are the historic houses in a condition to promote tourism?

4.   How can historic houses be valid for tourism?

1.10   Research Objectives

The research objectives of the thesis are as follows:

1.   To assess the relevance of the historic houses as potential tourism sites

2.   To classify the tourism-relevant historic houses on the basis of commonalities.

3.   To report visual evidences of the selected historic houses and examine the requirements to enhance their tourism value.

4.   To examine the validity of historic houses as a theme-based tourism product.

1.11   Research Methodology

The study employs both primary and secondary data and is conducted from the year 2018 to 2021.Primary data initially included interview of individuals experienced in heritage related work but with the onset of pandemic, a survey was conducted instead. Further field visit, photography of HHs and interview of three stakeholders were carried out.

Non-probability sampling method – purposive sampling is used given the nature of the study. The list of enlisted conservation architects as provided by Kolkata Municipal Corporation was used to contact experts who have experience with HHs in Kolkata. Expert sampling was used for the survey since individuals who are acquainted with the state of HHs in Kolkata were only approached. Typical case sample seemed suitable for the field visit to underline the true state of these buildings.

A mixed method approach was used to examine the problem from different perspectives and facilitate triangulation. Tourism potential of screened HHs are first theoretically examined. Based on this, their physical condition and suitability for tourism was verified through field visit. Three specific cases were then studied by interviewing the stakeholders to gain insights on their take on heritage tourism and how their houses can contribute to it. Finally the survey results were statistically analyzed to cross-validate the previous observations and aid exploration.

The Graded List of Heritage Buildings published under the KMC Act 1980, books and blogs on the history of these houses formed the secondary data.

Research Tool: A questionnaire spread over 26 questions, prepared in Google Forms was circulated through e-mail among 68 individuals who have a stint as architects, professors, journalists and authors (*see* Annexure I). The survey was conducted to gain expert opinion on the validity of HHs to promote heritage tourism.

The structure of the questionnaire is presented in Table 1.5. The close ended questions were measured over a 5 point Likert scale.

Table 1.5: Structure of the Questionnaire

Details	Type. of Questions	Question No.
Descriptive Details	4	1 to 4
Objective 1	3 close ended	5 to 7
Objective 2	1 close ended 1 open ended	8 and 9
Objective 4	8 close ended 1 open ended	10 – 17 and 19
Recommendations	5 close ended 2 open ended	18 and 20 to 26

Duration of the Study: Over a period of one year and six months, since April 2020 responses were received. Repeat mails and calls were made to get responses.

Sample Size: Responses were received from 60 individuals only which is about 88% of the identified population for the study.

Besides the survey, other specific methodologies used in the thesis have been outlined under each objective of the study.

Objective 1

A list of 152 HHs [60- Grade-I, 49 - Grade-IIA and 43 - Grade-IIB] was extracted. Although Grade-I heritage is protected from demolition, in reality it is being razed down and is thereby the focus of study.

Thakurdalans have also been included owing to their uniqueness typical to Bengal. Being a part of the entire architecture of the HHs dedicated to worshipping, sometimes serving as a meeting ground for historical lectures on widow remarriage, independence, science etc. these tabernacles had purposes beyond cultural festivals.

The list was verified next for their present purpose through online reference or physical visit. Total of 50 [41 - Grade-I, 7 -IIA and 2 - IIB] such HHs were found to be suitable for tourism purposes. Apartments like Park Palace, houses with mixed uses - Gooptu Villa on Middleton Street, HHs used as institutions or offices – Tripura House, Thapar House, Siddiq Mansion etc. have been screened out.

These HHs were then provided scores on the basis of 12 attributes over 3 value categories carrying 5 points each, as identified from the works of Bucurescu, (2012) and McKercher, & Ho (2006) (*see* Table 1.6). The houses were marked out of 60 points with the help of two other experts.

Table 1.6: Criteria to calculate Tourism Potential of Historic Houses

Cultural Value (CV)	**Experiential Value (EV)**	**Product Value (PV)**
1.1 Historical Value; 1.2 Aesthetic Value; 1.3 Representation of Local Community, 1.4 Social/ national Significance	2.1 Possibility to offer interesting experiences 2.2 Likelihood of the experience being authentic 2.3 Possibility of weaving the site into a 'good story' 2.4 Possibility of participatory engagement	3.1 Proximity to other tourist destinations 3.2 Proximity to recreational areas 3.3 Sufficiency of information regarding the site (magazine, blogs etc.) 3.4 State of tourism activity in the locality

Objective 2

The survey questions 8 and 9 were studied with the help of a graphical chart. For further opinion the open ended question no. 9 was provided. Commonalities

were identified for the selected HHs and theme based classification that would extend unique tourism experiences were formed.

Objective 3

A judgemental sample of 10 houses across the 3 categories was prepared that has not been reused for tourism. These houses provide insight into their current state of affairs and best represents the scenario.

Table 1.7: Sample List of Historic Houses for field study

Classification	Historic Houses	Score
Rajbari	Dhurjyoti Dham	56
	Thanthania Rajbati	53
	Tagore Castle	52
	Belgachia Villa	50
	Putul Bari	50
Thakurdalan	Ramdulal Nibas	51
	Thakurdalan of Basumullick	37
HH with Historic Event	Basubati	52
	Anushilan Samiti	50
	House of Subodh Chandra Mullick	38

These houses were visited and photographed. Photographs were then screened based on observations it depicted. Sections of screened photographs were then coded in Qualitative Data Analysis package Atlas.ti (Chapman & Zhu, 2017). Twenty codes such as, *broken window, unwanted weed growth, demolitions, irregular parking, broken ceiling,* etc. were used to represent the observations. These codes were then grouped into 6 categories based on similarity. Using these 20 codes and 49 photographs, photograph-code connection was visualized through network analysis.

These visual observations reflected the need to conserve and upgrade tourism amenities. So to comprehend the reasons for dereliction and the stakeholder's perspective on reusing their HHs for tourism, three cases (Dhurjyoti Dham, Ramdulal

Nibas, and Anushilan Samiti), one from each category with the highest score and relevance were studied and stakeholders were interviewed.

Objective 4

Three questions that have been answered here:

i.   *Is heritage character (HC) of the city influenced by the existence of historic houses?*

ii.   *Are historic houses valid as tourism products (TP)?*

iii.   *Which sources of revenue shall be suitable to sustain the tourism products?*

Survey data was used and analysed in SPSS statistical package as below:

i.   Reliability Test was conducted (Cronbach's Alpha) to check the internal consistency of the scale used

ii.   The data-set was examined for Normality

iii.   Since step 2 yielded non-normal results, non-parametric tests were conducted

iv.   For association Chi-Square Test was used (Rachao, 2013).

v.   To predict the probability of the relationship Binary Logistic Regression (BLR) was used (Kim & Kim, 2013, Dragouni, & Fouseki, 2018). To make TP and HC dichotomous, first the median was calculated and then coded in binary as follows:

$$\text{Values} \leq \text{Median} = 0$$
$$\text{Values} > \text{Median} = 1$$

1.12   Limitations of the Study

The study is defined within the city of Kolkata, taking into consideration only the graded historic houses. The study further focuses mainly on the Grade-I HHs. The observation of the stakeholders are also limited to only three cases that best represent the scenario. Due to the impact of the pandemic, primary research through interviews is limited.

1.13 Plan of Chapters

The thesis have been planned and completed in the following six chapters:

Chapter 1	Introduction	Background of the study, Literature Review, Research Gap, Scope of the study, Research Questions, Research Objectives and Research Methodology
Chapter 2	Tourism Potential of Historic Houses in Kolkata	Historic Houses and Tourism, State of tourism in Kolkata and observations of the graded list under the Act
		Primary Data Analysis – Graphical analysis of the survey data
		Secondary Data Analysis -Screening of the list of HHs from the graded list and evaluating the score for tourism potential
Chapter 3	Classification of Historic Houses	Colonial settlement, revolutionaries from Kolakta and elaborate the unique architecture of Bengal
		Secondary Data Analysis – Classify the houses and provide a sample inventory of HH for theme based tourism
Chapter 4	Historic Houses –the Existing Conditions	Primary Data Analysis – Explain the use of Atlas.ti to code and create a photograph code network. Highlight the understanding from the interviews with stakeholders.
Chapter 5	Validity of Historic Houses for Heritage Tourism	Primary Data Analysis – Statistical Analysis of the survey data using non-parametric test – Chi-square and Binary Logistic Regression in SPSS
Chapter 6	Conclusion	Summary of Findings and Recommendations

Chapter 2
Tourism Potential of Historic Houses in Kolkata

CHAPTER 2
TOURISM POTENTIAL OF HISTORIC HOUSES IN KOLKATA

2.1   Heritage: The core of Indian Tourism

One of the ancient civilisations of the world flourished for thousands of years in the cradle composed between the Himalayan ranges in the northern periphery, the vast expanse of Indian Ocean in the extreme south and a varying east-west frontier. In the elaborate history of indigenous and alien rulers, through the rise and fall of their empires, India witnessed a curious amalgamation and exchange of cultures, knowledge and spirituality. Evolving into the largest democracy and an emerging economy of the world that it is today, modern India blossomed amidst the consciousness of its antiquity.

In its dissimilitude, this tightly-knit/cohesive nation has been captivating the interest of the world. Mark Twain expressed, India is,

> "*the one land that all men desire to see, and having seen once, by even a glimpse, would not give that glimpse for the shows of all the rest of the world combined.*"

Its picturesque natural beauty, geographical diversity, architectural grandeur, miscellany of customs, traditions, languages and religions, entices travelers to explore this mélange of Southeast Asia. The country offers a plethora of distinct essence from each region, over ten million tourists arrive in the country and the numbers do not seem to dwindle (India Tourism Statistics 2019). In its anomaly, it offers memories not easy to be consumed by oblivion.

While some travelers trek the snow clad fringes of the Himalayas, others dive under the sea in Andaman and Nicobar Islands. Where Goa extends its beach for fun and frolic, the dense and calm forests of Uttarakhand and Assam provides a glimpse into the wild life. A prodigious number of foreign tourists also travel just to experience the cohesive structure of lifestyle here. It strikes them with the

realization that amidst the despair in the daily lives of people of India, it is sheer optimism that drives the country from strength to strength. The daily intermingling, cacophony of a pullulating population and the luxury of chit-chats, is a *de novo* for an otherwise distant way of life of the western world. The impediments of a developing nation does not for once diminish the ethos of celebrating life in the nation, rather this spirit only fascinates the world, who are welcomed with folded hands or *namaste* to participate, as guests are a manifestation of the almighty.

The Tourism Industry helps in presenting a nation's unique elements for the world to acknowledge. As the countries unfold and tourists stand testimony to its cultural and natural attributes, citizens become conscious of the relevance of these elements. While the intellectuals and the well-read are aware of their nation's history and natural landscape, yet when foreigners and domestic travelers eulogize, even the local communities transcending all divides comprehend the value of these attributes, which only becomes a source of their pride (Stone & Nyaupane, 2020). With an enhanced cognizance of the potential of its resources, the country has been striving to improve its world image. The country is advancing its infrastructure and technology to design immersive experiences catering to the tourists' palate. Schemes like Swadesh Darshan, a circuit based tourism development project, Atithi Devo Bhava, to raise awareness on tourists security and well- being while visiting the country, Incredible India, a promotional endeavor to present the nation's versatility, PRASHAD or Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive, a circuit based tourism promotion scheme, Ude Desh ka Aam Nagrik (UDAN), facilitates regional areas of India with flight connectivity, e-visa facility and other financial assistance mechanisms, have been launched to augment foreign and domestic tourist arrival. Recently India was recognized for its tourism competitiveness, in 2019 where it secured the 34th position and was ranked the 8th position for its extant cultural heritage, among one hundred and forty nations worldwide, which was a progress of six positions over a span of two years.

The tourism sector has developed into a giant industry surpassing the manufacturing sector. Currently, it generates a revenue estimate of about $28.568 billion[x] for the country which is only expected to double by the year 2022. As the

industry develops, foreign tourist arrivals continue to rise by 5.2% each year who spend about \$25.973 billion on their trips to India. During the 1990s tourism was perceived as an infant industry, two decades later the industry has reshaped the economy and have started supporting the growth of other sectors. The economic impact of the tourism industry can be inferred from the increasing contribution it makes to the country's gross domestic product, from 2% during 1990 to over 10% in 2019. This particular sector covers a wide spectrum of services which cumulatively creates about 42 million jobs or up to 8.1% of total employment opportunities for the country. This sector is gaining momentum and for a developing nation it is essential to reap benefits from its growth.

Among the top hundred destinations worldwide Delhi (11th) is considered a favored Indian city for travel followed by Mumbai (14th), Agra (26th), Chennai (36th), Jaipur (39th) and Kolkata (76th) (Euromonitor, 2019). All of these cities are historic cores, on hand celebrating the differences of history and cultures while on the other connecting colonial past. The golden triangle route comprising of Delhi, Agra and Jaipur is a preferred route for tourists to observe how India's history comes alive in these heritage cities. From roughing it through the crowds of the capital city, experiencing the awe of Taj Mahal, one of the Seven Wonders of the World to peeping into the lives of the royals inside their forts.

Heritage is almost a demonym for India. The abundance of historical sites be it the ruins of Hampi, rock-cut caves of Ajanta and Ellora, the extensive fort of Gwalior, the walled fort of Kumbalgarh, ruins of world's first university - Nalanda University, temples of Khajuraho, the step well or *vavs* of Gujarat, colonial architecture of Victoria Memorial, Kolkata among many other examples make it a recognized destination of the East. Spirituality again set tourists on their journey to Bodh Gaya, Patna in search of Buddha, for Shri Aurobindo to Auroville, Tamil Nadu, ascend the height of mountains to bow to Vaishno Devi and Lord Shiva in Amarnath in Jammu or participate in the collective act of faith in Kumbh Mela. Numerous religious festivals like Durga Puja, Holi, Rath Yatra, Pushkar Mela etc. across the length and breadth of the nation showcases the quintessence of cultural diversity.

Of its twenty eight states and nine Union Territories, there lays in the east a state sharing its border with the neighboring country of Bangladesh, West Bengal. The partition of 1905 during the British reign divided the Bengal province into two parts, eastern Bengal, now Bangladesh and western Bengal or West Bengal in India, a name that still schleps the gruesome tale of the past. This Bengal region used to be a gateway to the world of possibilities. Its easy access to the waterways through a network of inland navigation, brought the traders from far off lands to its ports for trade, besides also raising the vulnerability of attacks. Different parts of the state proffers glances into the chronicles of the past. For instance, CoochBehar where the replica of Buckingham palace stands was built by the Koch Dynasty ruler, Murshidabad used to be the Mughal Capital of Bengal Subah which included parts of Bangladesh, Bihar and Orissa, Bishnupur developed as the capital city of an important Hindu dynasty, the Mallabhum kingdom and the banks of river Hooghly encountered settlement by colonisers from overseas in Serampore, Chandennagore, Chinsura, Bandel and Kolkata. The state also exhibits a highly contrasting topography, the low lying southern Gangetic plain and a northern Himalayan and sub-Himalayan belt. The peak of Mt. Kanchenjunga, Darjeeling, Dooars forest region, the beaches of Tajpur, the Sundarbans, a Ramasar site and the abode to the Royal Bengal tiger and rare flora and fauna along with the heritage and pilgrim sites attract almost eighty five billion domestic tourists and foreign tourist in a year.

2.2   Kolkata and Tourism

Several theories have been promulgated to establish how the moniker Kolkata was deduced for the region. Kolkata has appeared in numerous variations from Kalikata, Kalkata, Kol-ka-hata, Khal-kata to Kali-kota. These variations often referred to the abode of goddess Kali, Maratha ditch or khal and kols or settlements. It first appeared with the name spotted on a map by Van Denbroker, a Portuguese sailor who depicted it as a port located along the east bank of the river Bhagirathi during 1660s. However, Calcutta remains simply a British adaptation of the colloquial Bengali nomenclature of Kalikata.

Calcutta, the city became an important commercial and administrative centre which later developed to become the capital of Imperial India under the British crown for one hundred and eighty two years. The capital of the state of West Bengal, Kolkata runs linearly along the eastern bank of the river Hooghly and lies in the lower Ganges Delta region of eastern India. Being a metropolitan city with a strategic location in the eastern region of the country, it acts as the gateway to the north-eastern states and other tourism circuits. Over twenty lakh international tourists currently arrive at the airport who explore the city, the state or continue on their onward journey. One of the major routes to which Kolkata opens doors to is the famous Buddhist circuit comprising of Bodh Gaya, Rajgir, Sarnath, Kushinagar, Sanchi and Lumbini (Nepal). The other reasons which draw tourist to the city are Shakti Peeth circuit where Kolkata itself is a major pilgrim zone, accessibility to the North-eastern states of Arunachal Pradesh, Assam, Tripura, Nagaland, Manipur, Meghalaya and Sikkim and medical tourism. A major share of international tourists belongs to the nation of Bangladesh who frequently visits the city for its medical infrastructure.

Besides being just a portal, the conurbation of Kolkata Metropolitan Area has the uniqueness of being the only region in the world where colonies by diverse overseas rulers were set up along the banks of the river Hooghly sequentially. Located at close proximity from the main city is Bandel where the Portuguese, the first European traders arrived and later settled. Followed by the Danish settlement in Serampore, colonies of the Dutch in Chinsura and the French in Chandennagore. The British on the other hand occupied the Kolkata region and later ruled the entire country for over two hundred years. Some of the colonial-era buildings frequented by tourists are - the ninth oldest museum of the world, Indian Museum, Victoria Memorial, built in the memory of the Empress of Imperial India, St. Paul's Cathedral, built in gothic architectural style and dedicated to Paul the Apostle, Dalhousie Square, which was the seat of administration is lined with architectural splendors like the General Post Office, Writer's Building, Metcalfe Hall and others.

Numerous pilgrim tourists are drawn to the city for its religious sites such as Dakshineswar Temple, associated with Shri Ramkrishna Paramhansa the teacher of Swami Vivekananda, Kalighat Temple, a famous Shakti Peeth for the Hindus and devotees of goddess Kali, elaborate Jain Temples, Tipu Sultan Shahi Mosque, Nakhoda Masjid, and St. John's Church etc. It is also home to world renowned personalities, whose residence trace the footprint of their followers even today. Jorasanko Thakurbari, the residence of the noble laureate Rabindranath Tagore, Swami Vivekananda's Residence, Netaji Bhavan, where the famous freedom fighter resided and so on. Some of the other preferred sight-seeing locations include Birla Planetarium or colloquially known as the Jadu Ghar, , South Park Street Cemetary, where the remains of Henry Louis Vivian Derozio lay, Royal Botanic Garden, Alipore Zoo and many more.

The city is often described as a blend of contradictions, owing to its evolution into a modern city from a colonial capital and the aftermath of two partitions. Several travel websites which resonate the opinion of the travelers and their experiences here have described Kolkata as a place where "*abject poverty mixes inexplicably with crumbling British Raj-era gems, sprawling gardens and historical colleges.*" – Wikitravel or "*…the capital of West Bengal thrives on contradictions and imposing spectacles; nothing is commonplace in this city.…Kolkata's streets are vivid, hectic, chaotic, and yet, brimming with life and creativity.*" – Holidify.

Beyond the lens of Dominique Lapierre, the author of The City of Joy from where the city gets its alias, much lies beyond the slums, disorder and chaos. To explore its true characteristic, one has to walk the old lanes of North Kolkata embroidered by the memories of a time long gone, observe the crumbling verandas with cast iron railings, encounter numerous statues in every nook of our famous leaders, lend ears to the music that floats through some distant window, cherish the madness of crowds discussing politics over tea, relish the hot sweetmeats from a local sweet shop and at least attempt to glance at the this place beyond just Victoria Memorial and Howrah Bridge. Carlos Ruiz Zafón, a Spanish novelist candidly expressed, "it is as if the people who inhabit the streets, inspired by some mysterious

wisdom, realise that the true history of Calcutta has always been written in the invisible tales of its spirits and unspoken curses."

2.3   Importance of Kolkata as a Heritage Tourism Destination

Adam Smith considered Bengal to be a 'nature's store-house' where a substantial industry could grow based on its inland navigation (Chakravarti 1984). History supports this notion, since the region of Bihar, Orissa and undivided Bengal or the Bengal Subah under the Mughals then supposedly contributed up to twelve percent of the world's GDP. This part of India then, was famous for its diaphanous garment material - the muslin cloth or Dhaka muslin, exquisite textiles, good quality spices, ivory, indigo, jute and a diverse range of other commodities with a relative advantage in cost. Easy access through the maritime centers of Chittagong or Porto Grande in Bangladesh now and Satgaon or Porto Piqueno near Hooghly largely facilitating trade and commerce with other parts of the world. The Portuguese were the first European merchant adventurers to have started trading with Bengal in 1530s. As the Portuguese commenced trade, word of Bengal's opulence spread quickly, captivating the interest of other European trading companies. This brought the Dutch, the French, the Danes and the Austrians to the shores of Bengal. Since then, southern Bengal along the river Hooghly gradually witnessed setting up of factories and increased settlements by these European merchant adventurers. British were one of such merchant adventurers who changed the political scenario of Bengal and later India.

East India Company, a monopolistic trading company was incorporated in the year 1600 by the royal charter to engage in spice-trading with the East and Southeast Asian countries. India's abundance in especially spices brought the company to the western shores of the country at Surat in 1608 to establish trading liaison. Over ten years they extensively expanded their trading operations in Agra, Bombay and Madras before engaging with the eastern region of India. In-spite of several dampened attempts to set up factories and stabilize operations in Bengal owing to disputes and futile battles with the Mughals, the company persisted and each time they came back in search of new possibilities. Over a series of events from taxing over vague *firman* to making allegiances with the King of Arakan against the

Mughals, relation between Shaista Khan, the governor of Mughal Bengal (1644-1682) and the British only deteriorated. At those trying times for the company Job Charnock, a junior member of the Council of Kashimbajar, was sent as company's agent to formally establish their presence in Bengal. But growing hostilities pushed Charnock from the favored trading region of Hooghly down further south towards Uluberia during 1686. The British at the time were facing failures in battles against the Mughals throughout India disrupting precious business opportunities. The Mughals on the other hand were losing huge quantum of revenue from the company. Aurangzeb, the Emperor of the Mughal Sultanate, considered re-negotiations with the company. On the orders of the Emperor, Nawab Ibrahim Khan, the new governor of Bengal invited Charnock and issued a *parwana* or permission on 24th August, 1690 to execute unrestricted trade in Bengal in return of usual taxes and compensation for loss of trade during the reign of Shahista Khan.

Job Charnock found a strategic location to build a fort to protect themselves, which would be bounded by the river Hooghly on the west, over two miles of salt water bodies to the east and a creek to the north. Along with the villages of Sutanuti and Gobindapur which were famous for their textiles and spices and were already established commercial centers, bought from the local landlords he also bought parts of the tropical jungle, a swampy lowland infected by mosquitoes known as Kalikata from a Lakshmikanta Ganguly or popularly known as Sabarna Roychowdhury. This fort came to be known as Fort William and was completed in 1706 in the Gobindapur region, hoisting the British Flag on Indian soil for the first time, although three years after the death of Job Charnock.

Table 2.1: Regions and Measurement of Area

Region	Measurement of Area
Kolkata	1717 Bigha 10 Katah
Bowbazar	488 Bigha 10 Katah
Gobindapur	1178 Bigha 7 Katah
Sutanuti	1692 Bigha 12 Katah

In the meantime, the British engaged in unauthorized fortification of the fort as a measure to protect against ongoing attacks. The notion of a British company engaged in trade fortifying their residential area to protect themselves from the very people of Bengal perturbed the Nawab of Bengal, Siraj-ud-daulah. The Nawab led the Siege of Calcutta in 1756, attacked the fort, destroyed it and regained control over the region christening it as Alinagar. This sudden turn of events instigated the British and Major General Robert Clive was sent to demonstrate control over the state of affairs in Bengal. Skilfully, a brutal conspiracy involving the betrayal by Mir Zafar Ali, the trusted consort and commander-in-chief of Siraj-ud-daulah was plotted by Clive. At the great Battle of Plassey on 29th August, 1757, for a promise to be the Nawab of Bengal which was never to be kept, Mir Jafar Ali allowed the glory of the crown to be viciously transferred from the Mughals to the British in Bengal.

Acquiring the Bengal province augmented the foothold of the British in India and under Clive, the new Fort William was reconstructed over a period of thirteen years and completed in 1781. A formal seat of administration and power was proposed to be established in the vicinity of the fort. All the main offices were ordered to be shifted from the Mughal capital of Murshidabad, situated at the north-eastern boundary of modern West Bengal, to present day Kolkata comprising of Sutanuti, Gobindapur and Kalikata. This place became the officially designated capital of Bengal. Warren Hastings, the new governor and an avid real estate developer initiated a thorough transformation of the region into a city befitting European lifestyle. In one account by artist Thomas Daniel he exclaimed at the metamorphosis of Calcutta between 1786 and 1788. Bamboo huts had nearly disappeared and in its place stood 'marble column' and 'princely mansions'. The British thus ensured administrative dominance through development activities. Over time buildings were being established through funds generated from a system of Lottery Fund which later became a Lottery Fund Committee (1817) under Lord Wellesley. The fund supported the erection of St. John's Church (1784), Government House (1813), Free School and the Town Hall (1805) and the Strand Road connection. With growing need for workforce, English educational institutions

were built to ease logistics and train the natives for clerical jobs only. The city gradually got its first supreme court the Calcutta Supreme Court now Calcutta High Court, schools, colleges and universities such as the Fort William College (1800), Hindu College now Presidency College, Calcutta Medical College, recreational centers like Calcutta Cricket Club etc. This city was evolving, promising opportunities to the native population. A gradual shift was set in motion, as people moved from rural areas to Kolkata seeking employment opportunities, enrolling for education, exploring professional agendas, cracking markets for business and completing administrative errands. The population grew from twelve thousand in 1752 to about two lakh by 1821.

Gobindapur was already a bustling and well inhabited town of weavers like Seths and Basaks, which became affluent from trading relations with the Portuguese in Betor, just opposite the river. The European city grew along Gobindapur and Kalikata, which the uprooted landlords here. The jungle region lying south to the Fort, considered then the outskirts, were cleared to construct lavish bungalows and villas for the British-origin ministers and officials of high rank. They inhabited the localities of Chowringhee, Ballygunge, Tollygunge and Garden Reach areas as known today. The landlords from Gobindapur now had to settle with compensated land in Sutanuti region in the north. The Seths and Basaks shifted to Barrabazar, a centre for trade, the Debs shifted to Shobhabazar, Thakurs to Pathuriaghata and Jorasanko, Ghosals to Khidirpur and other areas like Shimulia, Chitpur etc. This concentration of zamindars in the north and the English to the south with their idiosyncratic lifestyles created a radical line of distinction. The north mainly inhabited by the natives came to be known as the Black Town and the polished European city in the south was referred to as the White Town. The landlords, appointed as tax collectors of land and bestowed proprietary rights by virtue of Permanent Settlement Act 1793, often defeated the system and worked against the interest of the farmer. These native merchants, collectors and other civil position holders amassed enormous wealth by exploiting their trading coalescence and proximity with the British. In this northern part or Black Town, they acquired large estates and built palatial residences, to flaunt their economic affluence. These

residences often displayed a combination of European styles coupled with indigenous artistic independence. Grandeur, affluence and luxury were clearly reflected in their lifestyles, as their palaces served as centers to enhance rapport and please the British. For instance Raja Nabakrishna Deb built the beautiful residence, Shobhabazar Rajbari after he became a powerful and wealthy middleman for the company and received the estate of Sutanuti. Similarly, other wealthy individuals built the Marble Palace, the Tagore Palace, the Tagore Castle, and so on. They evolved into an eminent class, known as the Babus, extravagant, whimsical and often challenging the orthodox ways of the society.

Under the patronage of the British and the Babus of the society, Kolkata was not only raising clerks, by then with advancement of education it was also preparing visionaries for the future. Orientalists like Sir William Jones set up the Asiatic Society, Sir William Carey carried out the Serampore Mission, along with HH Wilson and James Princep who significantly contributed to the fields of Indian philology, archaeology, and history without prejudice. By 1857, the University of Calcutta was a well-established multi-disciplinary university of South Asia whose affiliations extended up to Agra. The likes of Ishwar Chandra Vidyasagar, a title aptly defining his ocean-like knowledge, contributed immensely to the furtherance of institutional education, simplification of Bengali language for the masses and enabling publication of daily newspaper in the language of the people. Education was expanding the horizon of natives. Sir Ashutosh Mukherjee, received the Fellow of Royal Society of Edinburg in the field of Mathematics, Sir Jagdish Chandra Bose researched on electrical waves, invented the Crescograph and discovered stimuli in plants, Sir Acharya Profulla Chandra Roy was revered as 'The Father of Indian Chemistry' and many other individuals made notable contributions to academia and practice. These educational institutions became the nuclei of revolutionary and progressive thinking. The society's paradigm of 'ideal' was evolving. Prominent citizens like Ram Mohan Roy were abolishing social evil practices like sati, restrictions on widow remarriage and organizing an independent religion, the Brahmo Samaj to escape the eccentricities of Hinduism. Luminaries like the noble laureate Rabindranath Tagore, author Bankim Chandra Chattopadhyay, philosopher

Swami Vivekananda, Sister Nivedita etc. discussed myriad societal issues in their literature, served the people like their siblings, reinvigorated a spirit of awakening and enthused the public to think independently. It is this gradual enlightening of the young minds that lead to the true comprehension of what Tagore says, "Where the mind is without fear, the head is held high" or freedom. Thus commenced a period of social, cultural, educational, artistic and literary revolution, the Bengal Renaissance. The revolution was fuelled by the endeavors of the Bengali community such as the Tagore family, author of the first English and Bengali dictionary Ram Kamal Sen, painter Asit Kumar Halder, Jnanadanandini Devi, Michael Madhusudhan Dutta and others which further picked up momentum after India's First Rebellion for Independence, the Sepoy Mutiny of 1857. The mutiny although a defeated effort, was an exemplary show of courage initiated by an ordinary sepoy Mangal Pandey.

The Bengal Presidency was one of the largest provinces among all the provinces acquired by the British. The Queen of England was by then declared the Empress of the colony, India under the Bharat Bill, 1876. In the entire tenure of British rule, Bengal had to experience merciless rupturing of their motherland not once but twice. Given the dimensions of Bengal Presidency, Lord Curzon, the ruling Viceroy of Imperial India adjudged that a division of Bengali community based on religion would advance administrative control. The cruel organisational maneuvering guided by the philosophy of 'divide and rule' was massively received with contempt. The partition itself was painstaking and chaotic, displacing population for despair. However, the annulment of the partition later in 1911 generated a perception of the government favoring the Hindus, this only weakened the brotherhood between the Muslims and the Hindus. In the same year, the capital of Imperial India was also transferred to from Calcutta to Delhi.

By 1947, the entire country was raging for self-rule. The people of India united in the mass-movement through non-violence movements of Gandhiji, armed rebellion by the Indian National Army of Subhas Chandra Bose and others like Surya Sen, Bagha Jatin, literary awareness preached by Kazi Nazrul, Bankim Chandra Chattopadhyay and political revolution by Surendranath Banerjee who went on to form the Indian National Congress. The World War II occurring

simultaneously, only accelerated the fight against colonial rule, the Quit India Movement.

Purna Swaraj, India eventually realized its dream but at high stakes, through sacrifices, martyrdom and division of the country. After partitions, only a fragment of Bengal remains with India, West Bengal still administered from Kolkata, while the unified 'Sonar Bangla' is a dream shattered forever. The remnant of the heritage in the city of Kolkata still enounces the tales of a bygone era, the living city Calcutta.

2.4   Heritage Houses of Kolkata

Kolkata, in its evolution to a colonial city displayed a contrasting duality in its structure. These constituent regions were divided into the settlement for colonizers and the settlement for natives. The northern part of Kolkata a previously less inhabited region, prospered only after the traders were translocated from their original southern region for the British to settle. This southern part comprising of the villages of Gobindapur and Kalikata was raised, drained and groomed to mirror urban European town plan. This White Town stretched from present day Chowringhee to Dalhousie and housed numerous palaces built by the East India Company for administrative and residential purposes, which earned it the sobriquet 'the city of palaces'. The administrative buildings we built to reflect the European elegance and supremacy. The Dalhousie Square was designed to represents the seat of administration. This part of the city is lined with the Writer's Building, the General Post Office, the Town Hall, the Metcalfe Hall etc. Governor's House, a royal abode is situated away from the Dalhousie Square and is beyond the reach of local people spreading over twenty seven acres of land. It was built for the Viceroy of India to reside in a magnificent and worthy palace of the White Town. Besides the Raj Bhawan (renamed) the residences of Sir Elijah Impey (now Loreto House College), Thomas Babington Macaulay (now Bengal Club), J C Galstaun (now Nizam Palace) etc. are other grand and elaborate palace like buildings.

Figure 2.1 (left) Map of Calcutta 1842 (right) Map of Bengal (before English)

(Source: NATMO and Geological Survey of India)

The then North Kolkata, the Sutanuti village or the Black Town occupied by the natives developed a distinct indigenous charm of its own. The stretch from Shyambazar to Sinthee breathed a new life with increase in settlement. It became a bustling city growing around the Great Market or Burrabazar, the new area of trade for the migrant native merchants. The trading communities started inhabiting particular locations, eventually extending their identity to these locales. For instance, Kumartuli, a locality where the potters lived and engaged in clay modelling, Sankharipara, the area of conch-shell traders etc. With increase in trading opportunities, employment in British offices and affinity with the ruling government, several merchants and government officials were able to enhance their living conditions by amassing land, wealth and property. By that time, these landlords or *zamindars* were also allowed to collect taxes on behalf of the government. These tax rates were fixed by the British and any excess accrued to the *zamindars*. Time and again the British also rewarded land and tax collection duty of vast estates to these *zamindars*. From mere landlords, through their service they were honoured and conferred with princely titles of Raja, Maharaja, Khan Bahadur, Rai Bahadur, Rai Saheb and Rao. Gradually their rising affluence was observable in their materialistic splendour and refining tastes.

Unlike the British town, north Kolkata developed haphazardly without a plan, creating narrow lanes and by-lanes, a typical settlement pattern. These lanes and by-lanes were soon embroidered with sprawling mansions, large porticos, tall Corinthian pillars, intricate cast-iron railings, Venetian slatted windows, glasses stained in colours and stretched verandas overlooking the streets. These mansions, usually elaborate and detailed represented the nouveau riche culture influenced by the British. The size of these mansions were partly determined by their socio-economic status and partly by their family size. The joint-family system required housing space for these extended families under one roof. These houses were divided into two or three portions to arrest arbitrary entry of people beyond the family and enhance privacy of the family members, specially the women. The innermost section, a private residential area was for the women of the family to live and carry on their daily chores. Another external area was dedicated for the men to interact with the world beyond. This external area often served as a space away from the immediate families to build rapport with the beef-consuming British. Since the houses had a dedicated thakurdalan or place for worship, the British were allowed only limited entry due to their religion and culinary habits.

The Rajas and the Maharajas were securing distinguished positions in the society and were often discerned as sources of inspiration for their patronage and philanthropy. Their westernized education and liberal outlook, made them ingenious in transforming the lives of the natives through eclecticism and broadening schools of thought. Many of them undertook swadeshi enterprise, making headlines for manufacturing superior quality Indian goods, expanding trading operations overseas and boycotting the British economically. Hemendra Mohan Bose, manufactured the famous Kuntalin hair oil and introduced coloured photography and gramophone in India, Surendra Mohan Bose set up the company Duckback for Indian waterproof products, Bengal Chemicals founded by Acharya Prafulla Chandra Ray for chemicals, drugs and home products, Gour Mohan Dutta produced the Boroline antiseptic cream, which is still appreciated by the Bengali community and Calcutta

Chemical Company founded by Khagen Chandra Das, B.N. Maitra and R N Sen are some entrepreneurial insurgence undertaken by Bengali merchants.

These merchant families also actively immersed themselves in the uprising against the British and Bengal Rennaissance. The Tagore family is an exemplar of reforms in Bengal. Of the two branches of the family tree, members of the Pathuriaghata Tagores contributed to further education, art and culture. Like Gopimohan Tagore was a founding member of the Hindu College, a center for western education. Other subsequent descendants earned degrees from London and established the Bengal Sangeet Vidylaya and Banganatyalaya to foster music and drama. The Tagores of Jorasanko of which the noble laureate is a luminary descendant, on the other hand set a precedence for business, academic, spiritual and artistic pursuits.

Figure 2.2: (left) House of Raja Kristo Dass Law, (right) Jorasanko Thakurbari

Debendranath Tagore aided in forming the Brahmo Samaj as well as influenced the Bengal Renaissance movement and Abanindranath Tagore pioneered the art movement by introducing the Bengal School of Art. Other merchant princes like Mutty Laal Seal, dedicated his land for the establishment of Calcutta Medical College, his residence for free education to resist conversion to Christianity and his wealth for other noble charitable causes and Raja Radhakanta Deb of Sobhabazar

was instrumental in promoting education especially for women. The community of zamindars consistently worked for the effervescent blooming of Bengal's culture and politics. Their residences are not only recognized for their architectural importance but also for their social relevance. These houses became meeting grounds for revolution and their affluence propelled the implementation. The residence of Nandalal Bose and Pashupati Bose, Basubati is particularly relevant for the historic event of the Rakhi celebration as a symbol of unity. With Bengal partition in hindsight, Tagore led the procession to unite Hindus and Muslims from the Federation Hall to Basubati. Such incidents are scattered throughout the history of Kolkata and they only make it worthwhile for the heritage to be preserved.

Houses of prominent citizens of the society besides the zamindars were also pivotal in progressive deliberations. The great panjandrum of the 19th century, Satyendranath Bose, Sir Upendranath Brahmachari, Sir Acharya Jagdish Chandra Bose, Sir Jadunath Sarkar, Sir Rajendranath Mukherjee and others led the academic revolution. It is nothing less than a wonder to acknowledge that Acharya Bhaban, the home of Sir Jagdish Chandra Bose witnessed the presence of global intellectuals George Bernard Shaw, Romain Rolland, Prasanta Mahalanobis, Meghnad Saha and many more. Similarly Sister Nivedita's dwelling or houses where Swami Vivekananda, Netaji Shubhash Chandra Bose, Kashiproshad Ghosh, Ashutosh Mukherjee etc. spent their childhood and later years are important reminiscences of their lives.

Urbanisation accentuates the need for urban space, so these residences have become soft targets. Excessive conversion of heritage buildings into museums only increases the pressure. Avenues of reuse and co-existence of heritage and modern development should be researched on.

2.5   Laws and Heritage

The importance of heritage may also be recognized through a designated status bestowed by legislature to safeguard against demolition (Carman, 1999). The 'fear of losing' propels the government to enact regulations conserving heritage for the nations and the people. Although 'heritage' is a common sight for people of India yet hidden in its existential plurality is the poor apprehension of its value. Here, heritage sites require recognition and protection by law rather than by the awareness of the people. This is a reality in Kolkata too. Here the heritage buildings and precincts have been listed and graded to safeguard against illegal encroachment and arbitrary destruction. The Expert Committee on Heritage Buildings constituting of eminent experts from the field of architecture, history and public administration was set up only in 1997, half a century since independence, to deliberate on the context of conserving heritage in the city and introducing rules to implement such plans.

The value of heritage was given cognizance by law of the state for the first time by the British, when moveable and immoveable inventory of the past were merited with having inspirational and bequest value, a notion introduced to the Indian society by the very colonisers. An antiquarian legislation by the order Bengal Regulation XIX 1810, to regulate threats and misuse of public buildings existed much prior to India's independence. But it was the Viceroy of India (1889-1905), Lord George Nathaniel Curzon, whose appreciation for education and culture transformed the way heritage was perceived. He lamented, "*imagine the North East without Lindisfarne, Warkworth or Berwick, imagine the North East without its great castles, abbeys and historic monuments*", for it is the heritage that breathes live into the history of the past. It was under his reign, The Ancient Monument Preservation Act 1904 came into force. For the first time, the people of the country were made aware to care for the heritage precincts they thrive in. The Archaeological Survey of India set up in 1861 administered the preservation and restoration activities for these ancient monuments in India. The Act vested the power to deal in

antiquities as well as notify, acquire and regulate protected areas under the jurisdiction of the Central Government. In the post-independence era, the Constitution of India (Article 49) extended the ethos for heritage conservation and highlighted that it is the obligation of the state and the citizens to protect their heritage from destruction. Article 253 further enabled the Parliament to adapt to any legislation required for the implementation of 'any treaty, agreement or convention with any other country or countries, or any decision, made at any international conference, association or other body'. The Ancient Monuments and Archaeological Sites and Remains Act, 1958 (as amended in 2010) and the Antiquities and Art Treasures Act, 1972 are some of the other laws enacted to preserve heritage, regulate excavation of archaeological sites and export of cultural property.

2.6   Analysis and Discussion

In Kolkata, around the tercentenary celebration of the city, a conservation movement commenced. An endeavor to promote social justice and alleviate environmental conditions of Bengal led to the formulation of an action plan for architectural conservation. This was the Calcutta Environmental Management Strategy Action Plan (CEMSAP) developed by the Department of Environment, Government of West Bengal, with technical support from the Department for International Development (DFID), UK during 1996-1998. Although heritage sites were identified and documented yet it remained limited to specific zones and were initiated mostly as research projects. Scattered enterprise to enact rules and laws on protection of the built environment in Kolkata started with the revision of Kolkata Municipal Corporation (KMC) Building Rule of 1990 under the KMC Act 1980. Heritage Buildings under the KMC Act 1980, was thereby defined as "any building of one or more premises, or any part thereof, which requires preservation and conservation for historical, architectural, environmental or ecological purpose, and includes such portion of the land adjoining such building or any part thereof as may be required for fencing or covering or otherwise preserving such building, and also includes the areas and buildings requiring preservation and conservation for the

purpose as aforesaid under sub-clause (ii) of clause (a) of sub-Section (4) of Section 31 of the West Bengal Town and Country (Planning and Development) Act, 1979 (West Ben. Act XIII of 1979)".

In 1998 a preliminary list of only seventy two buildings of Kolkata was prepared, but it failed to mention any strategy for conservation of these buildings. Years later, a cohesive conservation agenda comprising of nine hundred and twenty three heritage sites, graded on the basis of heritage value and their management requisites, was published by the committee in February, 2009. The legislation divided the heritage sites into three distinct categories, I, II and III (see Table 2.2) while the provisions under Building Rule 401 and sections 425 (A-P) of the revised Kolkata Municipal Corporation Act 1980, ensured listed heritage buildings were protected, maintained in consultation with experienced architects in the field and stalled demolition.

Table 2.2: Gradation of Heritage Buildings under KMC Act 1980

Grade	External Changes	Usage of Premises	Construction in Precincts	Demolition
I	✕	Compatible Usage Only	✕	✕
IIA	✕	Compatible Usage Only	Maybe	✕
IIB	✓		✓	✕

The present list of heritage buildings by KMC has been recognized on the basis of certain criteria like their association to prominent citizens or freedom fighters, their architectural styles, the nature of use like school, colleges, shops, religious affiliations, medical facilities etc. There are currently twenty one criteria according to which these buildings have been selected for listing which have been provided below (see Figure 2.3).

Building associated with Eminent People	Bridge	Architectural Style	Parks	Related to Establishment	Houses and Sites
Schools and Colleges	Landmark	Hospital and Medical Establishment	Burial and Cremation	Buildings connected to Freedom Fighters	Recreational
Riverfront Structure/Bathing Ghat	Market	Statue	Religious	Shops	Public Institutions
	Press and Media	Office	Museums		

Figure 2.3: Criteria for selection of Heritage Buildings in the Grade List under KMC Act 1980

These twenty one selection criteria as provided under the law has been further grouped under broad sub-themes based on the type of heritage.

In Table 2.3 the criterion for selection of the heritage buildings has been classified on the basis of their nature into seven broad types – Residential Heritage, Commercial Heritage, Community Heritage, Religious Heritage, Memorials, Heritage Precincts and Heritage Landscapes as already defined in Chapter 1. The next section provides a brief insight into these themes of heritage and what they comprise of in the city of Kolkata.

Residential Heritage comprises of 16% of the total number of heritage buildings. These have been listed due to their association with eminent people viz. Raja Ram Mohan Roy – the social reformer, Womesh Chundra Banerjee – renowned barrister and co-founder of Indian National Congress, Rama Prosad Roy – first Indian Justice of the Calcutta High Court etc. Some buildings associated with India's independence struggle are the Hyadri Manzil or lately known as Gandhi Bhawan since Gandhiji's stayed here on his last visit to the city in 1947, Anushilan Samitee where the youth of Bengal led by revolutionaries like Aurobindo Ghosh held meetings to plan and challenge the British rule.

Table 2.3: Classification of Heritage Buildings under KMC Act 1980

Residential	Commercial	Community	Religious	Memorials	Heritage Precincts	Heritage Landscapes
✓ Building Associated with eminent people ✓ Houses with Theatrical Heritage ✓ Building connected to freedom fighters	✓ Shops ✓ Market ✓ Public Institutions ✓ Press and Media ✓ Office ✓ Related to establishment	✓ Schools and Colleges ✓ Recreational ✓ Hospital and Medical Establishment	Religious	Burial and Cremation	✓ Riverfront Structure/Bathing Ghats ✓ Bridge ✓ Landmark Statue	Parks

Architectural Style has not been grouped since it's a comprehensive characteristic

The residential houses also include houses with theatrical importance like Belgachia Villa which was used to display theatricals by scholars of repute, Michael Madhusudan Dutt and Ram Narayan. It is crucial to note that there have been no clear distinction between the three segregations. For instance, while Netaji is a distinguished freedom fighter, his residence has been listed under 'eminent people' category. Plenty of other buildings have been identified by their architectural styles in-spite of their connection with a famous personality, like - Aurobinda Bhavan, Putul Bari which used to be a theatre company etc. The categorization seems fluid and more of a tag rather than a criteria.

The Commercial Heritage category comprises of famous shops (Butto Kristo Paul), markets (College Street Market), public institutions (National Library, Alipore Observatory, Indian museum), press and media (Akashvani Bhavan, Statesman House) and offices (Coal India, LIC Building) and the Community Heritage theme includes a list of public amenities such as twelve hospitals – Lohia Matri Sadan, Medical College; thirty one recreational sites - Minerva theatre, Calcutta club, Grand Hotel and forty seven schools and colleges – St. Xavier's College, La Martiniere, University of Calcutta etc.

Temples, mosques, churches, synagogues and thakurbaris have been grouped under Religious Heritage.

Heritage extends beyond religious, personal or commercial buildings. It includes aspects of the region or environs of a place that aid appreciation and comprehension of the common characteristics of the cultural heritage unique to that region. These elements may be represented by ghats, statues and other landmarks of the place. Ghats are an important element of the Indian cultural heritage. These riverfront steps served aided the people in daily activities like transportation, bathing and collecting water as well as in conducting cultural traditions like cremation rituals, performance of religious customs etc. There are fourteen ghats in the city like the Nimtala ghat and Princep Ghat, thirty statues of prominent citizens (Kshudiram Bose, Mahatma Gandhi), twenty three landmarks – Gateway of Beliaghata, Panioty fountain and five bridges – Swing bridge, Lift Bridge, etc.

Table 2.4: Composition of Heritage Buildings under each classification

Residential	Commercial	Community	Religious	Memorials	Heritage Precincts	Heritage Landscapes
16.35%	10.6%	9.8%	21.15%	5%	7.9%	3.4%
152	98	90	194	46	72	31

*Architectural style comprises of the rest 236 buildings which is about 25.8% of the total

Initially a list of one thousand, one hundred and sixty three heritage buildings were shortlisted for gradation in 2007. Many heritage buildings were not even considered for listing while some of the provisionally listed ones were rejected citing issues in their documentation. The final list published by KMC constitutes of only nine hundred and twenty three buildings in 2009 and at present only nine hundred and seventeen buildings exist. The list of graded heritage buildings has attracted a lot of criticism from academicians, experts and the public. Although it is an incredible step towards an integrated urban regeneration plan, yet the small listed inventory of heritage as compared to the history of Kolkata raises a lot of questions.

In-appropriation of funds, mismanagement and failure to implement the laws were cited by the internal audit team in 2007. The team accused the government of delisting buildings in return for hefty fees and diversion of allocated conservation funds to buildings beyond the heritage list like the burning-ghat of Keoratala. Many heritage buildings were simply marked as 'dangerous buildings' and left to decay. The media has also been criticising the government for lack of probity and indecisiveness. A list of heritage sites delisted or in dilapidated condition has been shown in Table 2.5. The dire state of the heritage buildings coupled with the apathy of the government, calls for immediate action and a well-thought-out strategy for a sustainable future.

Table 2.5: List of Graded Heritage Buildings destroyed

S. No	Structure	Grade	Source of Information	Type of Heritage	Information
1	The Kenilworth Hotel	II A	The Telegraph March, 2018	Commercial	The Kolkata Municipal Corporation (CMC) recently lowered the grade of the heritage structure to Grade III, thus the second oldest hotel in the city after Oberoi Grand stands demolished.
2	YMCA Arch	I	Times of India (TOI) September 16,2012	Precinct	Bishop Wilson, who built St Paul's Cathedral, lived here. The building was built in 1750 and was demolished in 2012.
3	Gouripur House	I	Assam Tribune, December. 28, 2011	Residential	The palace was bought by the Baruahs for educational purpose of Promotesh Barua. Through illegal stamp papers the house was bought and demolished later on.
4	Cossimbazar Maharaja's house	IIA	TOI September 16, 2012	Residential	Although it still exists, but the surrounding of high towers has overshadowed its existence.
5	68/2 Harish Mukherjee Road	I	TOI September 16, 2012	Residential	Harish Mukherjee had published the Hindu Patriot from this building and is in dilapidated state today.
6	Basubati	IIA	TOI September 16, 2012	Residential	The palatial house of Nandalal Bose has not been conserved and looks more like ruins today.
7	Star Theatre	I	Audit Report on ULBs for the year ending 31 March 2007	Community	The original architectural significance and design could not be re-constructed and thus the standard of the work was not commensurate with the expenditure incurred.
8	Minerva Theatre	I	Hindusthan Times, April 20, 2018	Community	This belongs to the era of Star theatre which showcased early motion pictures of the time. It does not exist today.
9	Madhusudan Dutt's Residence	I	TOI, January 24, 2017	Residential	The house of the famous Bengali poet and father of Bengali sonnet was downgraded to Grade III, taken up by goons and rented out in portions.

Table 2.6: List of Graded Heritage Buildings dilapidated

Sl. No.	Heritage Sites	Type of Heritage
1	12 Subodh Mallick Square	Residential
2	Baro Rasbari	Residential
3	The Duff College at Nimtala Ghat Street	Community
4	House of Sister Nivedita, Bose para Lane	Residential
5	Bhukailash Rajbari and temple on Karl Marx Sarani	Residential
67	House of Sambhunath Pandit Sambhunath Pandit Street	Residential
8	Birendra Kutir, S P Mukherjee Road	Residential
9	2 Ballygunge Park Road	Residential
10	49/1 Ballygunge Circular Road	Residential
11	16 Townshend Road	Residential

Among the seven categories of heritage only residential heritage includes properties which are privately owned. Heritage houses still serve as residences of descendants, shebaits or tenants. With onus in the private hands and lack of support from larger institutions and government, residential heritage is exposed to the pressure of demolition. For the rest of the categories, the responsibility of maintenance and conservation vests either with the government or the people. Commercial properties for instance have a regular source of income to sustain heritage management activities. Community and religious heritage receive generous charity and is looked after by its own people. The heritage precincts, landscapes and memorials are public properties and the government through its various schemes of urban development and tourism infrastructure advancement displays interest in its preservation. From Table. 2.5 and 2.6, it is evident that residential heritage is often neglected and left to destruction. Besides the above list numerous other heritage houses which are not prominent in universal appeal or is not a key tourism site faces the same fate and is obliterated without resistance.

Against this backdrop of unrestricted maneuvering of the delisting mechanism for commercial and personal gain, demolition and dereliction of the residential heritage inventory, the thesis aims to establish the underlying potential of these heritage houses to become sustainable tourism products that may yield revenue to finance its conservation.

To estimate the potential of HHs to promote heritage tourism, the survey questionnaire was used to gain expert's insights into this situation. Theoretical history of places is not always enough to attract tourists to a place, unless they are well presented and interpreted. Also the tourism potential of HHs which are locally renowned for the family's contribution to the society, or for its grandeur can be better estimated by the individuals who have worked with tourism and the HHs.

From the survey it can be confirmed that HHs have the potential to encourage tourism activities in Kolkata (see Figure 2.4). Netaji Bhawan or Swami Vivekananda Ancestral House and Cultural Centre are HHs of well-known personalities, whose global outreach is capable of attracting the world tourists and their field centric contribution to the society and the nation draws the interest of the government to preserve and promote it. But beyond these well-known HHs are local HHs that lack national importance but are equally important to the community and the city. For example the residence of Rani Rashmoni, a lady known for her immaculate business skills during those day when women were rarely educated or outgoing. Her progressive mindset, extensive philanthropic activities and her patronage to build Dakshineswar Kali Temple, Sri Ram Krishna and other social movements brought revolution among the Bengali community. She single handedly forced the British to abolish the taxes imposed on fishing by blocking their trade along the river; she actively supported widow remarriage and financed construction of roads and ghats for the common good. Similarly there are other well-known houses of zamindars like Subodh Chandra Mullick whose splendid mansion served as political uprising hub or the house of the great painter Nandalal Bose, known for his portrayal of Bharat Mata are important heritage sites that deserves to be preserved and its history passed on for generations. The experts expressed the opinion that these local HHs are significant for heritage tourism and narrating the historic tales. One of the experts who played an integral role in reconstructing and restoring the Denmark Tavern at Serampore, expressed that it was the richness of Bengal that attracted the world to establish trade liaison, similarly to attract tourists the difference in cultures and historic past of Kolkata should be preserved and portrayed in its true form.
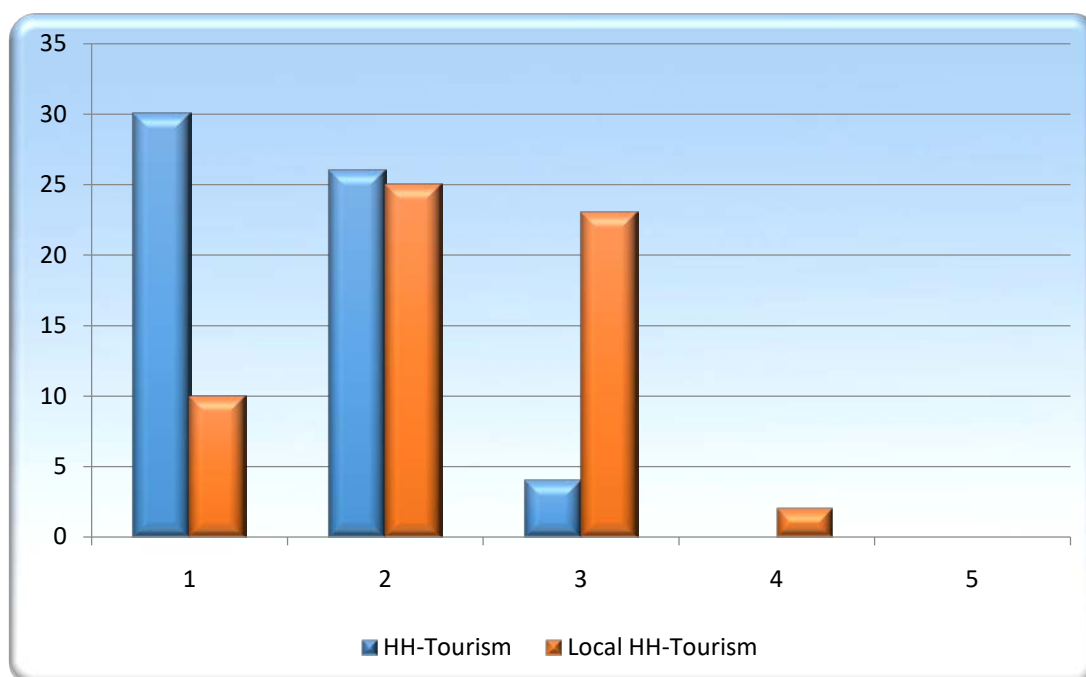
Figure 2.4: Graphical Representation of opinion expressed for Tourism Potential of HHs and Local HHs

The graded list of heritage buildings has 152 heritage houses. Out of these, there are 60 HHs listed under Grade-I, 49 under Grade-IIA and 43 under Grade-IIB. The entire list is provided in **Annexure II.** This list was then used for further screening. The criteria for screening were their present purposes. The present purpose for every house on the list was examined either through secondary resources like newspaper articles, blogs, conversations with experts or through field visits where no other information was available.

Houses used for shops, commercial offices, government offices, mixed purposes and heritage apartments were screened out. Like the Park Palace, a Grade-I property is a mansion partially used as residence and partially let out for commercial purposes, the Arch Bishop's house is the residence and office of the Bishop, Gobor Goho is the residence of Jatindra Charan Guho a renowned wrestler is now a gymnasium and similar other houses cannot be reused for heritage tourism, so they have been excluded from the list. Some houses still on the graded list were found to be demolished or completely transformed into a new form were also excluded. Like the House of U N Brahmachari is now M Bazaar, completely modernized into a

shopping complex from the inside, only the red façade remains of which most part is covered by M Bazaar billboards, the residence of Harinath Dey, Michael Madhusudhan Dutt on Karl Marx Sarani, Keshab Chandra Sen's house are now demolished. With the main focus on Grade I heritage, a final list of 50 houses was finalized [41 - Grade-I, 7 -IIA and 2 - IIB].

The list shows Grade-I HHs that are important for Heritage tourism. The scope of the study was elaborated to include a few significant HHs from other grades too. Using a matrix to measure potential of heritage tourism, the houses were marked out of 60 on the basis of the three value criteria Cultural Value, Experiential Value and Product Value as explained earlier in the Research Methodology section of Chapter 1. The complete evaluation sheet is provided in **Annexure III**.

The following observations were made from the above evaluation:

(i)   About 21 out of 50 HHs fell in this bracket with score rank from 49 to 60 which is 42% of the total HHs on the list that have high CV, EV and PV. A reason for this is due to the presence of museums. Mostly government showed interest in conserving these HHs to mark and celebrate a centenary celebration and alike of a famous individual. For example in honor of Swami Vivekananda's birth centenary, the Government of West Bengal expressed interest reviving his ancestral home with the support of Ramakrishna Mission. Similarly trigger events like the centenary celebration of Sister Nivedita's Girl School in 1998 and the 150th anniversary of Gandhiji's birthday led to the preservation of School and the Hyderi Manzil. Majority of about 72% of HHs in this bracket are *rajbaris* and museum HHs. Rajbari of Rani Rashmoni, Raja Ram Mohan Roy, Marble Palace are some well-maintained HHs that still attract the interest of the locals to visit and understand their heritage.

(ii)   In the next bracket 25% HHs scored lower between 37 to 47 due to relatively low CV and EV. Most of them being houses still resided in by the family where entry is restricted like Posta Rajbari or for example Jorasanko Rajbati. Although once can easily enter the Thakurdalan, entry into the private section is easily allowed. Scope of converting these houses into full-fledged

tourism product is tricky. These HHs can be open during certain festivals, or with restricted timings to ensure visitor footfall. In the age of social media boom, their architectural features does make for a good picture and can raise interest of the youth.

(iii) Scores averaged around 29 for the Thakurdalans. Historically, these thakurdalans were used for daily customs and for cultural festivities. So not many of them are very grand or unique specifically. But when viewed as a distinct feature of Bengali mansions, they stand out in providing an experience that cannot be cherished elsewhere. Other than Thakurdalans of Ramdulal Nibas, Sovabazar Rajbari and Basumullick's that have high CV and have appeared in the first bracket, rest of these thakurdalans can be combined for a focused niche trail.

Table 2.7: Tourism Potential Scores of HHs

Observations	Scores (60)
42%	> 47
25%	$37 \leq 47$
29.2%	$27 \leq 37$
3.8%	< 27

(iv) Only two houses belong to the last category and are not of much importance.

The list thereby proves the importance of HHs in contributing to heritage tourism, in terms of history and an experiential tourism product. The list so prepared shall aid in creating an inventory of HHs suitable for theme-based tourism. The government and private travel agencies can use these scores provided by experts to further create narratives and tourism circuits.

Chapter 3
Classification of Historic Houses

CHAPTER 3
CLASSIFICATION OF HISTORIC HOUSES

3.1   Morphology of Calcutta

The Battle of Plassey (1757) greatly altered the future of Bengal. The British commenced to deepen their roots in India, shifted the capital city from Murshidabad in the north to the southern parts providing closer access to the Hooghly River that further strengthened their foothold. The English clearly marked their territory by establishing a permanent fort structure, the grand Fort William, (in Hastings today) and set apart the southern part of Calcutta for the settlement of the British subjects. This eventually became the White Settlement. To acquire the bustling city of Gobindapur, all the traders and native citizens were compensated financially, allocated alternative land and trans-located to Sutanuti or North Kolkata. The concentration of English in the south and natives in the north enhanced the contrasting nature of settlements.

Figure 3.1: Native Town and European Town Map

(Source: NATMO Map)

The English planned their settlement. They prepared draft maps of the area and allotted square plots of land for housing and establishment of administrative buildings. The seat of power that is the Governor's House was built close to the Fort, and the administrative block or the Writer's Building was established right in front of it. Regions around the fort were offered to the British administrators. While other plots down south were reserved for European subjects. This southern part of Calcutta was planned with almost straight roads connecting major parts of the city. A typical plot was designed to include a garden usually at the entrance of the plot with a bungalow, often single storied overlooking it.

The area towards the north became the home for the native people to settle and flourish. The traders of Gobindapur like Basaks, Ghataks, and Seths etc. who originally owned lands in Gobindapur now moved north to settle in Sutanuti area. More specifically they settled in Chitpur, given its proximity to the river. The region grew organically without any plan or plot division. Construction of mansions, houses, commercial hubs, etc. were haphazard without paying much attention to leave space for broad roads for traffic movement. Roads running from east to west towards the river, narrow lanes cutting through the city, created a mesh like network throughout the region giving easy access between main roads, by-lanes and the river, for transportation and religious activities. Numerous ghats came up to facilitate trading activities and conveyance often named after aristocratic Bengali families.

As the city progressed brimming with promises and opportunities, people from all over the country started pouring in. A shift commenced as rural population moved to urban region. With influx of various communities in the city and influence of the British, various prevalent societal norms became obsolete while new strata in the society evolved. Several neighborhoods or *paras* were inhabited by people from similar occupation, profession or caste. These pockets were cleped as *Colootollah* for oil expellers, *Goaltuli* for milkmen, *Kumartuli* for idol makers or by similar caste and communities such as Brahmins in *Bamunpara*, Kayasthas in *Kayasthapara* etc. These paras are a typical of Bengal, unlike other gated societies in India, these were openly inhabited and sans any unambiguous boundaries.

The evolution of Calcutta into these two distinct towns known as 'Black Town' and 'White Town' displays the nature of settlement pattern, colonialism and transformation of villages into densely populated locales. Being the hub of opportunities it attracted people from nearby vilages to come for trade, jobs, education and settlement.

In between the Black Town and the White Town lies a grey town. This zone lies midway marked by the absence of British or the Bengali community but it is a microcosm of the world communities. The Bowbazar area beholds the confluence of various religions and communities like Buddhists, Portuguese, Parsis, Armenians as well as Muslim and Jewish settlements.

3.2   Confluence of Architectures

Bengal is a delta region with marshy landmass, frequented by heavy rainfall and floods. Given it was a conglomeration of villages and the topography, mud huts with thatched roof was a typical architecture of the region. When the British first set up their factories, they used vernacular architecture due to availability of materials and to gain comprehension of the soil. With time, as stone could not be sourced, burnt clay bricks and lime stucco made its way into construction.

Along with opportunities, advancement of the region led to exchange of cultures and architecture. The White Town was established as the seat for English power, imitating the European cities. The two towns of the city became embellished by distinct styles of architecture. Europe with years of experience in advancing city life had grand mansions built in stone, administration buildings, banks, education institutions, police stations, cobbled streets, street lamps, etc. So they built Gobindapur akin to a European city. Given the type of soil and lack of marble stone in Kolkata, sprawling mansions with European architecture were built with burnt bricks by combining indigenous brick laying techniques. The Corinthian pillars, Venetian windows, high ceilings, large *porte-cochere*, manicured gardens showcase this colonial style of architecture in Kolkata.

The *nouveaux* riche Bengali Babus who expanded their trade in Sutanuti, soon adapted to the European architectural styles. To maximize their proximity with the English for business gains, these *Babus* inculcated their culture, architecture and lifestyles to please the British bureaucrats. The layout of the houses changed in response to the climate and societal needs. Palatial mansions with imposing pillars, semi-circular balcony with balustrades, large glass door light, green Venetian windows, louvered screens, exterior designs made of cast iron etc. infused with indigenous designs and ornamentations gradually emerged as a distinct typology of colonial Kolkata. Courtyards became an indispensable part of Bengali houses. More than one courtyard in aristocratic houses helped in segregating between private and public sections. Typically, the public courtyards were used to entertain the British that involved consumption of alcohol as well as meet the non-familial people for day to day commercial activities.

3.3 Renaissance of Bengal

Renaissance ideally refers to renewal or renewed interest. Reforms in the fields of art, literature, education, social customs and culture were observed. With the British establishing and growing their foothold in the Bengal region, transformations in civilization, education, administration, commerce, trade and law were being brought about. Adoption of these changes and reciprocations to the British agenda were made by the Bengali elite class who with time were referred to as Bhandralok of the society. These were the socially and economically privileged individuals who strategized their livelihoods through rents from land and professional engagements with the government. The religion and culture of the region had become orthodox and rigid in nature coupled with tensions of colonialism that defeated the motive of development. During the eighteenth-century Bengal underwent rebirth with the honoured guidance of the Raja Ram Mohan Roy. He belonged to this group of elitist Bhandralok of Bengal whose outlook metamorphosed Bengal. The multifaceted nature of Hindu religion was being passed into oblivion that deprived the people from the feelings of patriotism and belonging. The Brahmo Samaj was formed to provide a platform that was devoid of sati, polygamy and other evils of societal practice, ultimately aiming at bringing people together as one and feel for the nation. Although the religion rarely gained support

from the public, side lining the religion to be practiced by the elitists only, yet the contributions of future Brahmo Samaj leaders to the freedom movement cannot be eclipsed. Literature and education traced evolution with the works of Bankim Chandra Chattopadhyay, Saratchandra Chattopadhyay, Ishwar Chandra Vidyasagar, Ram Mohan Roy and Rabindranath Tagore. After the rebellion of 1857 Bengali literature grew in prominence and propaganda. Periodicals and newspapers grew in number. With engagement of more writers and reporters who understood the importance and outreach of the medium, the monthly and weeklies were printed now as dailies. Henry Louis Vivian Derozio the assistant headmaster of Hindu College and David Hare disseminated European and science education among the Bengalis.

3.4   Classifications

The uniqueness of the historic houses of Kolkata, and given their varying historical significance, it is not easy to group them into exhaustive and distinct sections. But with tourism as a central theme, the aim is to categorize the houses on the basis of tourism themes that shall attract the tourists with varied interests.

3.4.1   Rajbaris

The *zamindars* of Bengal were originally the landlords by a traditional form of land ownership system. They amassed wealth through the ownership of large estates engaged in plantation of indigo, jute, tea, spices etc. Many a times these ownerships mechanisms were illegal and coercive. With the onset of the British administration, one such *zamindar* of the Sabarna Roy Chowdhury family, sold rights over Gobindapur village, which has now become a part of Kolkata, to the British to arrange for settlement. Over time, through trade practices, liaison and closeness with the British, many such zamindars and traders became affluent as they held important positions like revenue collectors for the British government. Behind the grand palaces that line the streets of Kolkata, hidden are the stories of many such *zamindars* who had humble beginnings sometimes mere stevedores, fruit sellers or clerks etc.

Wealth enabled the zamindars to patronize arts and culture. For example, the house of the Raja Rajendra Mullick, a bullion trader built a museum like palace. It houses marble statues, a giant wooden statue of Queen Elizabeth, a lake full of

migrated birds, a zoo etc. besides the grand porte-cochere, a dancing hall to treat the guests and an inner section meant for the ladies and residential purposes. With similar tastes are built the mansion of Raja Harendrakrishna Seal, Khelat Ghosh and others.

The Rajbaris make up the typical heritage character of Kolkata, where the influence of Colonialism is evident in architecture, designs and objects of daily use. As trade involved travel throughout the nation and abroad sometime, the land-lords infused artistic creativities in their stately homes and lifestyle.

3.4.2 Thakurdalan

A courtyard dedicated to the entertainment, socializing, celebration of festivals, worshipping of a deity and other family gatherings like marriage etc. is known as Thakurdalan in Bengal. It is a feature distinct to the palace houses of Bengal built during the 18th to 19th century. Thakurdalans are spacious and luxurious community hall like spaces attached to the main palace. But it should be made clear, that the family temple is built separate to the Thakurdalan, it not the same space.

With the change in social dynamics, the traders of Bengal started amassing wealth by maximizing proximity with the British and to certain extent due to urbanization of the area. The nouveau riche class aimed to gain acceptance among the public of Bengal and command supremacy, so they local started practicing religious celebrations. They adapted and celebrated local festivals with absolute ceremonial splendor in these Thakurdalans. Unlike today, as we see, the Thakurdalans are open for public viewing during various festivals, in those days to flaunt their financial dominance, the entry to such events was restricted only to the elites and invitees.

Architecturally, these thakurdalans were designed using both Indian and European styles. There is presence of Corinthian or Gothic pillars with arched gateways leading to the main area for the deity. The number of arches varied and were typically named as '*panchkhilan*' meaning five archways, '*satkhilan*' for seven archways or '*tinkhilan*' for three archways. These archways were ornamented with crystals chandeliers hung in the middle of each archway, visible from a distance.

Belgian glass with stained paintings of various gods and goddesses adorned the walls above the archways. The sanctum overlooks a large hall, meant for the gathering of the devotees on the occasion of festivities and also served as a meeting hall for lectures, marriages, familial occasions etc.

The Deb thakurdalan of Shbobhabazar was set up to commemorate the victory at the Battle of Plassey through the celebration of Akalbodhon, an autumn season ceremony of worshiping Goddess Durga. This Thakurdalan of Raja Nabakrishna Deb stood testimony of two of the famous and noteworthy debates, one by Raja Ram Mohan Roy on the nuisances and evils of 'Sati' system and the other by Vidyasagar on widow remarriage. Also Swami Vivekananda was felicitated by the people of the city on his return from the Chicago conference. Similarly Jorasanko Tagore family's thakurdalan was used to for gathering of Brahma Samaj when Debendranath Tagore, son of Dwarkanath Tagore converted to the Brahma faith.

So thakurdalans are an important social, cultural and religious segment of the palace architecture of Bengal.

3.4.3 Houses with Historical Events

Kolkata is known for not only its Rajbaris and Thakurdalans but also for its immense contribution to the freedom movement, art, literature and culture. It is through the people of Kolkata and Bengal at large that Western thought process entered India and ultimately fuelled the independence struggle.

Eminent personalities like Sir J C Bose known for his endeavors in the field of radio microwave and experimental science. He was the one who invented the crescograph to measure the growth of plants. To impart and expand scientific knowledge he set up the Bose Institute on Acharya Prafulla Chandra Road next to his residential house. The residence is converted into a museum today, but is rarely visited. It houses all his instruments, collected paintings especially Bharat Mata by Nandalal Bose. The interiors are decorated with Ajanta and Ellora fresco inspired paintings on the skirting. Historically it is also a place where lectures have been delivered by Sir J C Bose.

Similarly, residences of Vidyasagar who is known for his immense knowledge, progressive thinking and a cornerstone in progressing Bengali education; residence of Raja Ram Mohan Roy – the one who opposed and finally aided in enacting a law to abolish *sati* custom; Netaji Bhawan the house where freedom fighter Shubhash Chandra Bose grew up and so on.

Besides these well-known figures lies the houses much lesser recognized and ever visited. The Anushilan Samiti for example is a small space in a building that served as the shelter and working space for revolutionaries during independence; Hyderi Manzil is again a basic house which was visited by Mahatma Gandhi during the riots; House of Hassan Suhrawardy who was prominent member of the All-India Muslim League, a bright surgeon who earned the honor of a Knight, but renounced it all before his death and many more such houses. These houses with their historical importance are good places to generate tourism interest.

3.5   Theme Based Heritage Tourism

Based on these three classifications, specific themes to interest the tourists have been formulated. Certain criteria like the proximity of their locations, their architectural historical and social importance have been considered to make these heritages theme-based tourism plans.

As can be seen in Table 3.1 six themes have been prepared that can set tourist on a nostalgic journey to the past. The list of houses in each theme are indicative only and not exhaustive. Houses beyond the graded list can also add an interesting insight into these themes.

Under the classification of Rajbaris, a simple theme the City of Palaces shall include a visit to some eminent palaces like Marble Palace, Thanthani Rajbati and House of Rani Rasmoni, and other important palaces like Posta Rajbari, Dhurjyoti Dham, Jorsanko Rajbati, Tagore Castle, Belgachia Villa and Lohia Matri Sadan. Guided tours by historian, with old photographs of their original forms amidst the large estates can immerse the audience into the experience through a well-structured narrative.

Table 3.1: Theme-based Tourism and Sample List of HHs

Themes	Sample List of HHs
City of Palaces	House of Rani Rashmoni Marble Palace Thanthania Rajbati Tagore Castle Jorasanko Rajbati Lohia Matri Sadan Posta Rajbari Belgachia Villa Dhurjyoti Dham
Events and Rituals Durga Puja	Ramdulal Nibas Thakurbari of Basumullick Thakurbari of Gokul Mitra House of Badan Roy
Freedom Trail	Anushilan Samiti House of Subodh Chandra Mullick Hyderi Manzil Aurobindo Bhawan Netaji Bhawan
Revolutionaries of Bengal	House of R N Mukherjee Jorasanko Thakurbari House of Swami Vivekananda House of Raja Ram Mohan Roy House of Sister Nivedita House of Ishwar Chandra Vidyasagar House of Butto Kristo Paul House of J C Bose
Native Town	Thanthania Rajbati Tagore Castle Jorasanko Rajbati Ramdulal Nibas Thakurbari of Basumullick Thakurbari of Gokul Mitra House of Badan Roy Jorasanko Thakurbari House of Butto Kristo Paul

To comprehend the culture of the city, visits during various festivals like Durga Puja, Rath Yatra etc. should be scheduled so that tourists can participate in

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these experiences and understand the necessity of the typical architectural features of the Thakurdalans. Many of these thakurdalans are also built centrally, surrounded by residential premises on the four sides. One can catch glimpses of daily rituals and lifestyle of a Bengali household during a scheduled hourly visit to these houses without disturbing their privacy.

In the third classification, houses with historical event have two sub themes that would help in better interpretation of the houses. They are houses of revolutionaries and a freedom trail. Freedom trail shall constitute of houses like Anushilan Samiti, House of Subodh Chandra Mullick, Hyderi Manzil, Aurobindo Bhawan and Netaji Bhawan. The association of these eminent citizens to the freedom movement of India when knit together surely takes one through the endeavors and the struggles of the freedom fighters. Another set of houses i.e. House of R N Mukherjee, Jorasanko Thakurbari, House of Swami Vivekananda, House of Raja Ram Mohan Roy, House of Sister Nivedita, House of Ishwar Chandra Vidyasagar, House of Butto Kristo Paul and House of J C Bose showcases the lives of emeritus scholars and their professional excellence who persevered to bring innovative thinking to Bengal and India at large. They speared in the fields of art, literature, science and so on ushering accolades to the country and western thinking to a colonized country. Visiting their homes and learning about their early lives is notable way to understand their contribution to our history.

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Chapter 4
Historic Houses - The Existing Conditions

CHAPTER 4

HISTORIC HOUSES - EXISTING CONDITIONS

4.1   Historic Houses and Nostalgia

Historic Houses of Kolkata commonly will bring remembrance of the marble floors, marble statue museum, tall white pillars, majestic porte-cochere of Marble Palace or the courtyard lined by two storey main building on two sides, still echoing the bellow of anger as Narendranath Datta's mother attempted to tame her indecorous child. Famous people and famous houses are highlights of any tourists' or travel agents' list. Beyond these pre-dominant houses are houses with depths of history that are yet to be explored and comprehended. In the previous chapters, a list of houses suitable for heritage tourism was created justifying its historical and architectural significance. Although history and architecture is important in theoretically establishing the potential of these houses to engage in tourism activities, yet in real life, a tourist place requires more than just theory.

A tourist friendly historic house is where the place comes alive, tourists are able to comprehend its importance, appreciate its beauty and face no difficulty in either finding the place, conveyance, information or general facilities. Since these houses are in existence since ages, examination of their current physical conditions in terms of both aesthetics and feasibility to host tourist visits is crucial. With the aim to take cognizance of the present situation of these houses, a field visit was planned.

A list of 150 houses was found to be suitable for heritage tourism. Out of these a judgmental sample of ten houses were chosen from each of the three categories. Houses with highest scores in tourism potential considering their feasibility of access were ultimately selected for field visit.

From the category *Rajbari,* a total of five houses were chosen. Given the uniqueness of each house, it was appropriate to have a decent representation of some of the elaborate Rajbaris. A judgmental sample based on accessibility and suitability

to explain the scenario was created to constitute of Dhurjyoti Dham, Thanthani Rajbati, Tagore Castle, Belgachia Villa and Putul Bari were chosen. A brief note on their relevance and importance in the study is provided below:

i) Dhurjyoti Dham – The HH scored 56 points. It had 19 points in cultural value, 19 points in experiential value and 18 in product value. The house is located in Northern part of Kolkata at Belgachia.

ii) Thanthani Rajbati – Also locally known as 'Laha Bari', the house is owned by the descendants of Madhu Mangal Laha who had a flourishing business in Saptagram. The house has a total score of 53 points, where 9 points were provided for cultural value, 17 points for experiential value and product value each. Historically it is an important house of a zamindar who also took keen interest in medicine and set up the Pasteur Laboratory to provide medicines at reasonable rates to the public. The red building with a grand portico, cantilevered balcony and Venetian green windows overlook the Bidhan Sarani. The transformation into a white inner courtyard with inward facing verandahs and multiple column extends a rich aesthetic scene. Its central location, proximity to other heritage sites, recreation centers and food joints, makes it a great tourism product with the chance to experience its collection of artworks and Hara Gouri style Durga Puja.

iii) Tagore Castle – A Windsor Castle was built in the heart of the city, by no king of a nation but by an affluent trader Jatindramohan Tagore from Bengal in 1895. He was also the president of British-Indian Association and played an active role in the establishment of Asiatic Society, University of Calcutta and Mayo Hospital. It architectural magnificence raises it overall score to 52 points with 18 points dedicated to cultural value. The grandeur of a European castle designed by Mackintosh Burn ornamented with a 100 feet tall replication of the Big Ben is an architectural novel on the soils of Bengal. It also housed an auditorium used for staging plays, being a theatre enthusiast, he patronized Banga Natyalay. It was also from here Ishwar Chandra Gupta

published Sambad Prabhakar a weekly. It has the possibility to weave a grand story around it and is only a walk-able distance away from other heritage sites.

iv)   Belgachia Villa – Prince Dwarknath Tagore acquired a magnificent property with the sole aim to entertain the European officials. The house was redesigned and redecorated to perfect the European way of living with an open expanse dedicated for manicured garden divided by a rectangular lake, the Moti Jheel. A bust of Alexandar the Great is set in stone at the entrance and a staircase built without any underneath support are splendors to witness here. From Lord Metcalfe, the then Viceroy of Bengal to Prince Edward VII of Wales and Marquis of Ripon, have been invited to the house to rejoice in pomp and glory as guests to Dwarkanath Tagore. It has a total score of 50 points. Being located in a residential area called Milk Colony, the product value has lessened a bit.

v)   Putul Bari – The name is derived from the doll like statues at the top of the house. This mansion was at one time used as a warehouse cum residence. The walking distance from the Shobhabazar jetty made it suitable for storage of goods and residing at this place. The exact history of the owners is not known. It is said to have been owned by various babus from time to time. The third floor was also rented out to the Natta Company, which was a famous theatre group of Bengal patronized by many zamindars of the time. This also has a score of 50 points due to a low product value due to the many rumors of it being a haunted place and warnings by the government authorities to not visit it.

In the *Thakurdalan* category only two houses were selected. Most of the *thakurdalans* have a score averaging 37, since the type of Durga Puja celebration is similar and architecture of the each *thakurdalan* is not very distinct. One famous *thakurdalan* is that of Ramdulal Nibas or locally known as ChatuBabu LatuBabur *thakurdalan* has been chosen for the study. It also has a high score of 51 points due

to its historical significance. Initiated by Ram Dulal Dey the Bengali entrepreneur who went from rags to riches through his sheer intelligence, in the year 1770, Jaya and Bijaya in attendance of goddess Parvati is a scene not depicted anywhere else in Kolkata.

Another *thakurdalan* is that of the Pataldanga Basumullick's near Calcutta University. A typical of the area, the house is well known for Durga Puja celebrations that date back to 1831. The house belonged to Radhanath Mullick who later changed his title to Basu Mullick and was an affluent businessman. The *thakurdalan* has a beautiful cast iron frame decorated with tinted glass, a courtyard lighted by Statues of Mercury holding gas lamps, arches filled with stucco flowers and a row of stucco figurines displaying Dasavatar of Vishnu. It was also the courtyard where Rabindranath Tagore appealed to the students to shun British government educational institutions.

In the last category of Houses with Historical Events, three houses with highest scores have been considered, Basubati (52), Anushilan Samiti (50) and House of Subodh Chandra Mullick (38).

i)   Basubati – The grand mansion of Baghbazar designed by Nilmony Mitra, the first Bengali civil engineer, is a beautiful rendition of Mughal, Hindu and European elements. The house was built by Nandalal Bose, the famous artist known for his depiction of Bharat Mata and Pashupati Bose a renowned Indian physician and professor. Initially the main building with its garden stretched over twenty two bighas of land. It has a beautiful courtyard with octagonal Doric columns creating archways leading to the inner sanctum of the thakurdalan. It's heavily ornamented with Nandalal's Ajantan Ellora style figures of mythological gods and goddesses. There is a baithak khana, an area where the men of the family met outsiders for entertainment and official purposes and there is an *andar mahal* meant for the women of the family, residence and kitchen area. The Islam influenced scalloped arches, panels of Kalighat *pawt* paintings, marble flooring etc. makes a picturesque scene to appreciate.

ii)   Anushilan Samiti - It was the seat for planning of revolution against the British rule. Congress Socialist Party, Revolutionary Socialist Party, SUCI were offshoots of this place. Jugantar was also published from this place.

iii)   House of Subodh Chandra Mullick – Another grand structure at Wellington Square of Kolkata, this house is better recognized as a seat of political activities during the phase of India's independence movement.

4.2   Codes and photographs

The houses were visited and photographed from various angles to provide insight into the requirements necessary to make it more tourist-friendly. Visuals from the main road, information about the heritage house along the way, plaques about the historical importance of the house, availability of tourist amenities like distance from the bus stops or metro, nearby food and water stalls, condition of the approach road, existence of lavatory, security guards etc. An attempt to capture the present condition of the houses was made, especially through the photography of staircases, the railing, the ceilings, windows, etc. While visiting these houses, it was seen that most of them face some major challenges in becoming a tourism site. From the photographs taken, a total of 49 photos were screened and selected in such a manner that each photo specifically depicts the condition of the house, the improvements required and the deterrents if any to tourism.

Each photo so selected for the study was then coded in the QDA platform. A single photograph can depict one or more codes. Twenty codes emerged from the photographs that best portrayed their conditions and the scenario of tourism feasibility. A simple network analysis linking the codes with the photographs is shown in Figure 4.1.

Figure 4.1: Network Analysis of photograph-code connection

The codes identified were:

(i)   Broken window (no. of sections: 4) – due to neglect and impacts of weather conditions.

(ii)   Dirty walls (4) – that requires painting and cleaning.

(iii)   Incompatible precincts (6) – littered premises with unkempt gardens.

(iv)   Lack of hygiene (11) – garbage bags, hanging rags, stuffed plastic etc.

(v)   Bills and hoardings (7) – walls of boundary and the main building plastered with random bills, posters etc. and arbitrary hoarding in front of the HHs hides it from view.

(vi)   Irregular parking (8) – parking of cars, trucks, tempos outside the HHs.

(vii)   Visually repulsive (26) – existence of hawkers, blockage of front view due to development of metro, differently coloured street railing, establishment of public toilet in front of HH etc.

(viii)   Warnings and misinformation (1) – boards warning of dangerous building.

(ix)   Wires and entangles (1) – multiplicity of overhead wires overflowing from the transformers.

(x)   Demolitions (3)– partly destroyed buildings.

(xi)   Incompatible changes (13) – additions of walls, pillars, pipelines, sealing of windows, etc.

(xii)   Repairs and painting (2)–repairs with material and paint not suiting the exterior of HH.

(xiii)   Incompatible occupancy (6)– HHs let out for commercial purposes who show not respect to the property.

(xiv)   Tenancy (2) – age old tenants who aid gradual dilapidation.

(xv)   Lack of facilities (9) – like toilet, approach road, guard, office.

(xvi)   Damaged ceiling (1) – due to metro construction.

(xvii)   Dereliction (32) – lack of regular upkeep.

(xviii) Unstable structure (2) – the HH is prone to

(xix)   Rusted gate(1) – main entrance gate is not maintained.

(xx)   Weed growth (4) – growths found among the cracks of the building.

The multiplicity of codes makes it difficult to interpret what it actually means in terms of promoting these HHs for heritage tourism. A sort of groups is visible from reviewing these codes. For example, presence of bills and hoardings overshadowing the HHs does not set a good scene for photography, which is an essential element today given the immense exposure to social media platforms and content sharing. Similarly, several overhead wires entangled in front of the building, irregular parking, inharmonious colored railings, warnings about dangerous buildings etc. postulates **hindrances to tourism appeal**. Observations regarding absence of lavatory, guards, garbage bins, parking facility and information centers are amenities required to visit these houses. The lack of these amenities is clubbed under **lack of facilities**. **Cleanliness** is another issue which shall constitute of dirty

walls with posters, paint peeling off, lack of groomed precincts like garden, backyards and general neat and tidiness. In terms of the main building which shall be the major attraction of the tour, **lack of maintenance** was another classification which includes dereliction, growth of weeds from small cracks in the walls and parapets, broken windows, damaged ceilings and an overall degradation of the building. Two other important groups are **incompatible changes** and **incompatible usage**. Incompatible changes would mean color of paint not enhancing the beauty of the house, repairs made with materials that do not compliment the heritage appeal, demolition of certain parts of the property exposing its skeleton. Disregard of the tenants towards the heritage property and portions let out on lease etc. where the commercial lessee use modern penaflex and digital boards that diminish the aesthetics of the place are grouped under the label incompatible usage. These six groups represent the observations made during the field visit of the HHs.

It was traced that all the sample HHs face hindrances in tourism appeal (see Table 4.1). Some of these are created by the government itself and are not remedied in any manner. A general lack of respect for heritage is observed and ignorance towards its value to the society. Besides the sample houses, it is prevalent throughout the city where advertisement boards and name boards cover statues and important buildings.

About seven houses do not have any lavatory facility for the public or presence of a guard or any person to inform about the property. Cleanliness is an issue faced by six houses. Three houses have incompatible usage and two houses have incompatible changes.

Table 4.1 Percentage of Sample HHs facing the hindrances

Presence among the Sample HHs	Coding
100%	
63.7%	Lack of Facilities like toilet, guards etc.
27.3%	
36.4%	
81.8%	

| 54.5% | |

4.3 Cases

To interpret these observations beyond their ostensible evidence three cases were selected. The cases were selected on the basis of their score in each category and an opportunity to converse with the stakeholders. A conversation with the stakeholders is a way to comprehend the reasons behind the existence of the various observations made regarding tourism. For example, why is the house not maintained, why no action has been taken to remove the garbage etc.?

So for Rajbari – Dhurjyoti Dham was selected since it has the highest score of 56. It is also a unique house with huge premises and a separate temple dedicated to Lord Shiva. It was also possible to converse with one of the eight *shebaits* of the house. In the thakurdalan category Ramdulal Nibas was chosen, given the historical and social significance of the people associated with the house and the typical style of Durga Puja. And Anushilan Samiti was chosen for the HH with historical event. Although not the highest scorer in this sample group, but due to accessibility to interview the owner this house was chosen over Basubati. Also the present state of the building, historical significance and the prospects of it becoming a good tourism site makes it a good case to study.

A tabular representation of the cases is presented below followed by a brief overview of the outcomes of the interaction with the stakeholders of these HHs.

Table 4.2: Tabular representation of Cases

	Dhurjyoti Bhavan	**Ramdulal Nibas - Thakurbati**	**Anushilan Samiti**
Grade	I	I	IIB
Listing Criteria	Architectural Style	Associated with eminent personality	Associated with Freedom
Ownership Pattern	Debutter Property –Official (Government) Trustee	Family Trust – Descendant	It was a debutter property, tenanted, transferred to family owners
No. Of Owners/Shebaits	10 shebaits	5 families	4 to 5 members
Description	Large open space, pond, temple, servants quarters and the residential building	Thakurbari and used for trust offices	Narrow, 3 storied building. No open spaces
Physical Observations			
Can all areas be accessed (if not what can be done to rectify)?	Yes. The Main Residential Building, the thakurdalan, the shiva temple and the open space can be accessed.	Yes, the thakurbari can be accessed entirely	The building is in a bad shape. It can be accessed. It shows how the freedom fighters used to hold meetings and escape through narrow stair cases
Are permits required?	If shebaits allow, only then the insides can be visited	Permission of owners required	Permission of owner required.
What is the Current Physical State?	Due to the metro construction the main access has been diverted to a narrow entrance on the side. Also the foundation has been disturbed leading to sinking of the entrance pillars and the portico ceiling	It is relatively well maintained.	Half of the building is now being pulled down

	Dhurjyoti Bhavan	**Ramdulal Nibas - Thakurbati**	**Anushilan Samiti**
Can it be modified for use (legally, practically)?	Yes, if the usage is compatible, the Act allows change of use.	Yes, if the usage is compatible, the Act allows change of use.	Yes, if the usage is compatible, the Act allows change of use.
Is the insides appealing to tourists?	The rooms, the terrace, the giant paintings, the iconic staircase and the sky lark are very much appealing	Yes inside depicts a typical, thakurdalan, with short balconies. Its suitable for events etc.	It can become appealing with modifications
Is the setting (its surrounds) appealing to tourists?	The house has open surrounding, a lake and a Shiva temple. This can cater to the interest of a variety of tourists.	There is no practical setting but the narrow lanes provide the charm of Kolkata	Not really
Is management plan at place?	There is no specific management plan at place now.	Income generated from the Anath Nath Market and other business sources are utilised for the maintenance of the place. But gradually this is falling short to adequately keep up the place	No
Is it Regularly Maintained?	Maintenance is not done adequately. It requires restoration and proper cleaning. Also due to shooting purposes there is rampant pasting of wallpapers and colouring of the floors.	So far, the place is still maintained and repairs are being carried out.	No. The ground floor has been rented out to fast food centres, which gives away the appeal of the place.

Tourism Related Observations			
Trip Advisor or Google Ratings/Reviews	4.5 on Google, 18 reviews	No rating	No rating
Can the asset withstand visitation without damaging its cultural values (tangible and intangible)?	Yes. With a little restoration and upkeep the house can also accommodate stay overs etc.	Yes it can	No much. At a time there should be limited visitation.
Conveyance Convenience	Very convenient. Its right beside the Belgachia Metro station	It is convenient. Well connected by metro and public conveyance	It is convenient. Well connected by metro and public conveyance. And it is right opposite the Swami Vivekananda Museum
Are there any nearby eateries available?	Not really.	Yes	Yes
Other amenities (toilets, pathways etc.)	Yes. Only the approach road is filled with autos.	No	No
Availability of Information –online/office	Not much. There are only 2 blogs about the history of the house	Yes there are various blogs about the history of Ramdulal Sarkar and his wealth, shipping with US	No information.
Is there any ticket office	No	No	No
Cleanliness and Hygiene	The place needs to be maintained and cleaned	There is a dumpster right infront of the thakurbari	Poor due to renting out to eateries that have put up incompatible hoardings

Stakeholders Outlook			
Sources of Revenue for Maintenance	Income from Videography and personal income	Family income	Personal income
Current Property Tax	40456/-- pa	176191/- pa	11263/- pa
What have been the major challenges to convert to any revenue mechanism product?	• Consensus of the Shebaits. • 5 of the 7 shebaits are married women, who are not active in decision making • The trust fund and interest generate is not enough anymore • Any proposal for revenue generation is delayed due to lack of consensus • None of them stay in the property	• Meagre revenue is generated through marriages and events • There is need for more finance • Family business is	• A plan to convert the building into a museum by a renowned bank has not seen the light of the day
Are you interested in tourism?	Yes, only one active shebait is interested in converting the property into an accommodation and a cafe. Also he has plans to develop the backyard for servants to generate cash flow, that would help in conserving the residential building.	Tourism through the formation of a good gallery that is compatible with the reputation n of the house may be thought about.	Museum could have saved the structure and generated some revenue
Have any other sources of finance been explored?	No other sources of revenue has been explored so far	No other sources of revenue has been explored so far	Nothing as of now
What are the expectations from government?	• There is an expectation of compensation for the restoration of the ceiling damaged due to metro construction • Exemption of property tax • Incentive for listing • Technical and advisory support for conservation and sustainability of the building	• The government should protect from the heritage areas • There should be benefits for the stakeholders	• The government could have provided help and support to the historic buildings

4.3.1 Dhurjyoti Dham

Opulence and affluence of Gouri Sen, is famous among the Bengalis. Narayan Kisan Sen, a direct descendant, built this palace blending in Islamic, Victorian and Rajasthani architecture. A product of Martin Burn & Co., the estate comprises of a residential building, a separate Shiva Temple, a pond and servants quarters at the back. The glass atrium overlooking the grand staircase with wrought-iron banister made an indelible impression post being feature in the Bengali movies *Jalsaghar* by Satyajit Ray and *Strir Patra* by Purnendu Patri.
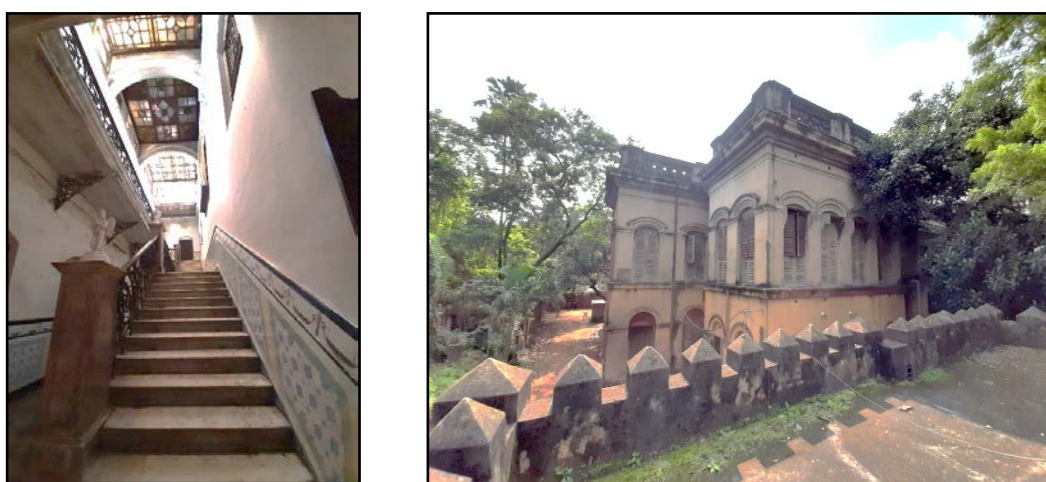
Figure 4.2: Photographs of Dhurjyoti Dham

Tourism Related Observation

Pros

(i) It has 18 reviews with 4.5 rating on Google, implying knowledge about its existence and interest of visitors.

(ii) The insides are palatial and appealing; the huge premises along with the temple, if maintained can attract more tourists.

(iii) It is well connected by metro and public conveyances as it is located at stone throw distance from the Belgachia Metro station and Khudi Ram Bose Road.

(iv) *Rath Yatra* and *Shiv Ratri* are two festivals celebrated elaborately here. Daily *puja* is still conducted at the temple.

Figure 4.3: Network analysis of images of Dhurjyoti Dham

Cons

(i) The site is not maintained. Five categories are exhibited here (see Fig 4.3). Only there are no incompatible usages. There is no specific management plan and the estate needs to be cleaned.

(ii) There are no good eateries or recreation opportunities in the immediate vicinity.

(iii) It needs restoration to withstand visitation.

(iv) The residential building remains under lock and key. Permission is required to visit the building.

(v) The Belgachia metro construction has disturbed the foundation of the building, leading to cracks in the ceiling of the porte-cochere and has blocked its frontal view.

(vi)   The auto stand infront of the current approach road hinders the visual appeal of the HH.

Stakeholder's Perspective

Being a *debutter* property it is managed by the consensus of ten *shebaits*. Seven *shebaits* are married women who are not active in decision making. The stakeholder expressed that tourism may support the property only if it still remains. The concerns and expectations are presented below:

Challenges

(i)   High maintenance expenses of a heritage property.

(ii)   The trust fund and the interest generated are not adequate to maintain the property and carry out chores and festivals of the temple.

(iii)   Absence of active *shebaits* and their lack of consensus for any endeavour is a hindrance to implement projects.

(iv)   Revenue from Videography and filming is meagre.

Expectations

(i)   Incentives for listing of the HH should be rolled out. As the annual property tax is just about forty thousand rupees, tax exemption should not be the only incentive.

(ii)   Technical and advisory support should be provided by municipality offices to strategize compatible uses.

(iii)   Compensation for the damaged ceiling of the porte-cochere should be remedied.

4.3.2   Ramdulal Nibas

Ramdulal Sarkar, renowned for his rags to riches story, was able to pioneer association with the merchant houses in the Western Hemisphere. Such immense was his wealth and influence that it was on his request USA opened their consulate in Kolkata. The house is known after his two sons Chatu Babu and Latu Babu. It is built on *khari-barga* style architecture with Victorian influence on balconies and decorated octagonal columns. Durga Puja is a grand occasion visited by many.

Figure 4.4: Photograph of Ramdulal Nibas

Tourism Related Observation

Pros

(i)   The site is relatively well maintained.

(ii)   It can withstand visitation.

(iii)   It is well connected by metros and public conveyance.

(iv)   History and information about the place is available on various blogs.

(v)   There have been no incompatible changes or incompatible usage of the premises (see Figure 4.5).

(vi)   There is no permission required to visit the Thakurdalan.

Cons

(i)   No rating on TripAdvisor or Google Ratings.

(ii)   Cleanliness is an issue with a dumpster right in front of the house.

(iii)   The footpath in front and on the opposite side is occupied by local vendors.

Stakeholder's Perspective

The property is managed by the family trust with the office and board room housed in the same premises. The rental income from Anath Nath market is a major source of revenue. As dynamics of business has changed, the property needs a good strategy for management of which museum or gallery may be suitable. The challenges and expectations are presented below:
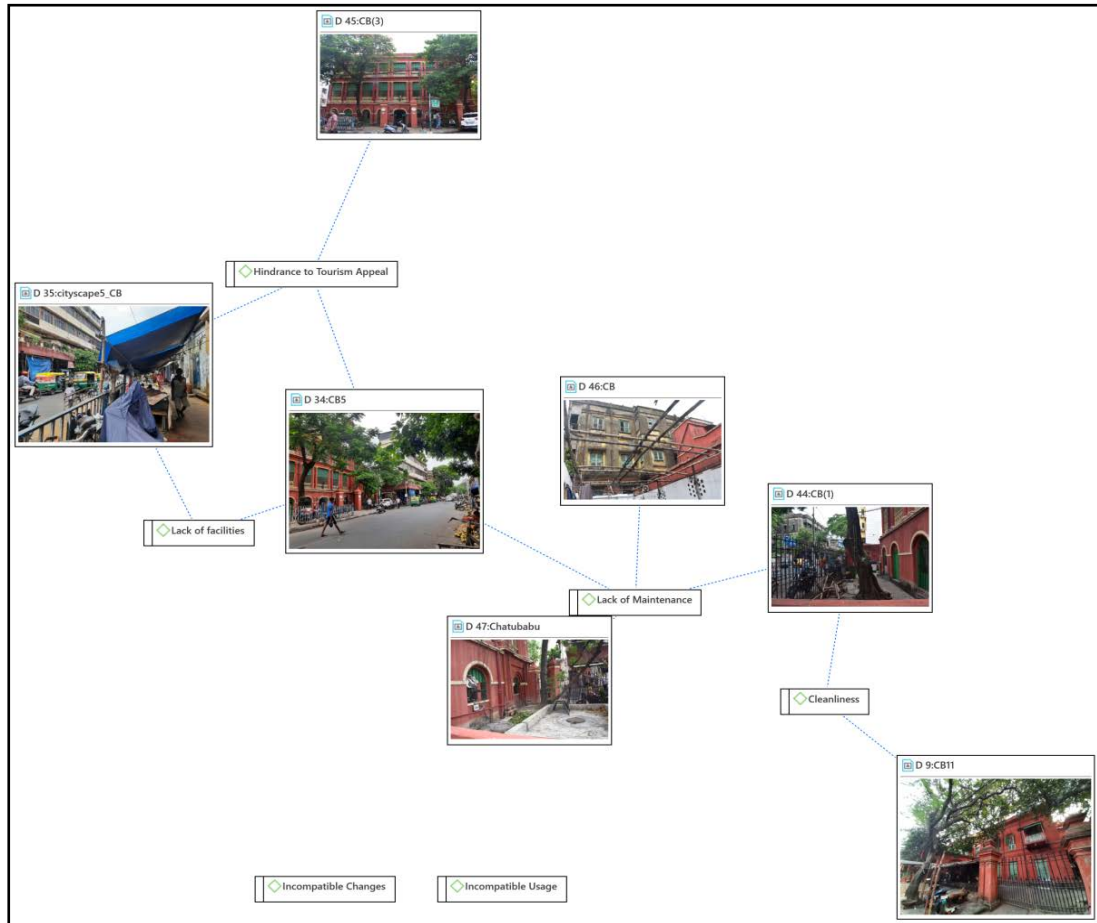
Figure 4.5: Network analysis of images of Ramdulal Nibas

Challenges

 (i)   Rising maintenance expenses with inadequate sources of revenue is a concern.

(ii)   The upkeep is entirely the burden of the stakeholders.

(iii)   The government does not improve the infrastructure of the precincts.

(iv)   Outlay on annual property tax amounts to Rs. 1,76,191.

(v)   The needs of the stakeholders are seldom considered.

Expectations

(i)   The enlisting process should be rewarding to the stakeholders.

(ii)   Stakeholders should be invited to participate in conservation process by the
        state government

4.3.3   Anushilan Samiti

This body-building club also functioned as the subterraneous society for anti-
British revolution. The society was formed by the barrister, Pramathanth Mitra and
supported by the likes of Shri Aurobindo. Congress Socialist Party, Revolutionary
Socialist Party, SUCI were offshoots of this place. Anushilan Samiti as a property
with narrow staircase and obscure positioning aided the national revolution.

Figure 4.6: Photograph of Anushilan Samiti

Tourism Related Observations

Pros

(i)   Well connected and is located opposite the Swami Vivekananda Ancestral Home and Cultural Centre.

(ii)   With restoration, the architecture can provide an immersive experience.

Cons

(i)   No information on any blog, Google or Trip Advisor.

(ii)   Over the span of the study, a part of the building has been demolished. There is no management plan in place.

(iii)   Incompatible Usage of the ground floor, as eateries occupies and litters the footpath (*see* Fig4.7).

(iv)   Not all areas can be accessed now.

Stakeholder's Perspective

It used to be a *debutter* property which was let out for tenancy. But eventually it was sold to the Ghosh family. Plans of reusing a floor as a museum did not materialize. With no other mechanism in place the property is gradually dilapidating.

Challenges

(i)   The enlisting process has been a mechanism to highlight the plight of the houses.

(ii)   It is impossible to repair mansions of the bygone era without subsidies on material and labour.
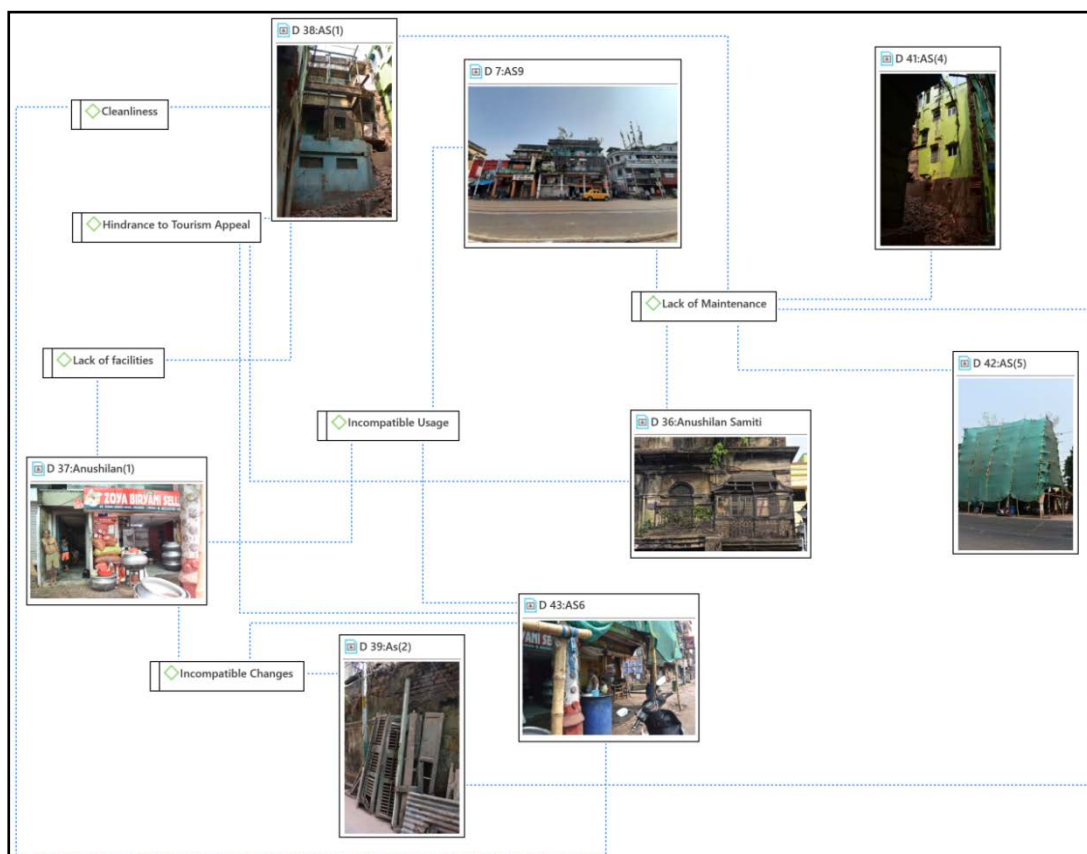
Figure 4.7: Network analysis of images of Anushilan Samiti

Expectation

(i)   The government should be more pro-active in conserving the heritage houses.

(ii)   The task should not be left to the stakeholders.

(iii)   The government should ensure heritage precincts are maintained too.

(iv)   Institutional support be provided for revenue generating projects

So, the cases elucidate as to why there are six categories of issues. One, there is need for financial assistance, second it highlights the passivity of the government towards heritage and third the voice of stakeholders is absent in the conservation modus operandi. The HHs need to be conserved first in order to be used for tourism.

Chapter 5
Validity of Historic Houses for Heritage Tourism

CHAPTER 5

VALIDITY OF HERITAGE HOUSES FOR HERITAGE TOURISM

5.1   Calcutta, Kolkata and Heritage

Accounting for the rising importance of tourism, entrepreneurs are gradually making headway in this métier to make available a mélange of immersive heritage tourism experiences. The city is known for its revolutionaries, spiritual luminaries, freedom fighters and affluent trader. The spectacle that Kolkata offers ranges from architecturally significant residences to the ones offering a deep insight into religion, culture and historical events. Heritage houses are opening up to the public, not only in the form of museums but as cafés, restaurants, bed and breakfast accommodations, luxurious vacation opportunities, etc. allowing communities to attach themselves with these houses through a recreational purpose. The sector is still nascent waiting to be explored. It will only be sustainable to retain heritage in the modern days and the times to come is by attaching a usage which yields interest, pride and returns.

The awakening to the cause of heritage conservation is still incipient. The efforts are sporadic and driven by trigger events. Especially for the government, the restoration efforts have been limited to museumification of heritage buildings, initiated only as a celebratory event to pay tribute to a personality and his contributions to the society. Besides this, the government has been rarely involved in implementing any incentive package or directed funds towards conservation of residential heritage. This occasional interest bestowed on stand-alone heritage buildings should accumulate into a continuous endeavor towards protecting and maintaining the entire heritage urban landscape of Kolkata.

The government in the year 2009 implemented a grading and listing process encompassing over nine hundred buildings, structures, bridges, houses, theatres, cemeteries and religious places of historical significance. The list is divided into three major gradations. Each grade imposes restrictions on usage, maintenance and

additions with decreasing rigidity. Currently, there are one hundred and fifty heritage houses enlisted under the KMC Act 1980 (amended). There are scores of houses with historical importance which are not listed under the Act.

Albeit, the enlisting and the setting up of the Heritage Conservation Committee, the city has lost numerous heritage houses as a consequence of urban development, absence of due-diligence and an Act that is more restrictive in nature than beneficial.

Well-known writer Nabanita Deb Sen laments, *"The pretty four-storied building at 65 Hindustan Park had a stone staircase leading up. There were two morning glory creepers on either side. Four generations had lived there before it was razed,"*[ix] when she could not save her maternal home from demolition.

Demolition and dereliction is a consequence of numerous other challenges. The study is novel in comprehending the challenges that disrupt these heritage houses from being maintained, retained and conserved for the stakeholders and the community. Being an important ingredient of heritage tourism for the city, it is indispensable to account for the issues that are integral to the stakeholders and owners of these sites as well as the hazards of executing conservation. This chapter also attempts to explore how the existence of heritage houses among all the other heritage components like public heritage buildings in the form of museums, halls, religious centers etc. affect the heritage character of the city. Since heritage character is an important ingredient of heritage tourism, where tourists enjoy strolling through the lanes and by-lanes of Kolkata admiring the beauty of charming old houses leading them to the destination. Furthering the study, the thesis tests the validity of HHs as tourism product and how revenue can be generated from converting HHs to a compatible tourism product.

The chapter is here on segregated into three sections, each answering a question with reference to the questionnaire and its statistical analysis.

5.2   Is heritage character of the city influenced by the existence of historic houses?

Imagine driving down a road lined by high rises in match-box architecture, bright signboards and bustling traffic to suddenly stumble upon the Buckingham Palace with its clear sky backdrop usurped by modern construction. With aesthetic value of the palace and its ambiance lost, it is hard to envisage the bygone era of the monarchy as a tourist. Buckingham Palace is an elaborate and eminent heritage property, preserving it along with its precincts is an endeavor well understood by the government. When it comes to less important HHs, the attitude of various stakeholders towards its protection is not well appreciated. This is majorly due to the gap in perceiving the value of these properties in endorsing the idiosyncratic character of the heritage city. Given the problem in hand, that is the obliteration of HHs in the city of Kolkata, the question attempts to inquire whether the heritage character of the city is sustained by the HHs of local importance and if so, how the factors impacting dereliction of HHs are actually eroding the city of this charm.

As per the opinion of the experts in the field, it can be inferred that HHs of local importance is an important attribute of the heritage character of Kolkata. For example the palace of Rani Rashmoni in Janbazar, a lesser known character worldwide, but is a woman of repute in Bengal for her sheer wisdom in expanding business, her philanthropic activities which include her patronage to Rama Krishna and establishment of the Dakshineswar Kali Temple. Another example would be the mansion of Raja Subodh Mullick in Wellington, house of the first lady doctor of India – Kumudini Bhavan in Kripanath Lane, the beautiful thakurdalan of Badan Roy in Coolootola or the mansion of Butto Kristo Paul renowned for being the greatest manufacturer of medicine in Kolkata.

In cognizance of the issues in maintaining HHs, the question further delves to determine the factors contributing to the poor maintenance and demolition of these houses.

First preliminary tests were run to understand if the data is suitable for the study. So, the data set was found to be reliable with Cronbach's Alpha value of 0.766. Normality Test p-value is 0.000 for both Shapiro-Wilk and Kolmogorov-Smirnov, statistically proving that data is not normally distributed (see Table 5.1).

Table 5.1: Reliability Statistics and Tests of Normality

Reliability Statistics	
Cronbach's Alpha	N of Items
.766	15

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
HChar	.450	60	.000	.564	60	.000
a. Lilliefors Significance Correction						

The data is then put to Chi-square test to estimate the association of the variables with the dependant variable. Considering heritage character to be a function of the variables, the dependency is then tested.

The results (*see* Table 5.2) indicate the apathy of the government to set up **Heritage Fund** (p value 0.001), **enforce penalties** (0.003) and strict actions against non-compliance and extend **Incentives** for conservation (0.000). Experts believed that costs related to **material** (0.006), **skills** (0.000) and **retrofitting** (0.001) impact regular repairs and upkeep, thereby altering the attitude towards **Regular Maintenance** (0.001) of HHs. Maintenance is also neglected due to **lack of consensus** between stakeholders (0.003) and t**ime** (0.005) delays in getting sanctions from the municipality. The findings are in tandem with the previous conclusions drawn by the author in Bhowmik, Sarkar and Mondal (2022).

The HHs also face issues with low income generated from age old **tenancy** (0.048), their indifference towards the property and complications in vacating them. As the laws are in favour of tenants in the state, vacating the premises require huge

compensation to arrange alternate accommodation. In the case of Swami Vivekananda's Ancestral House, reused as a museum honouring Swamiji, Ramakrishna Mission had to vacate the premises off the 143 families residing there with a total compensation of Rs 6 crore.

Table 5.2: Chi-Square Test results for significant variables

Variable	Pearson h Chi-Square	Asymptotic Significance (2-sidded)
Genuine Material Cost	7.464	0.006
Skill Costs	14.473	0.000
Retrofitting Cost	11.754	0.001
Time Delays	10.620	0.005
Heritage Fund	13.606	0.001
Incentives	14.815	0.000
Consensus of Stakeholders	11.607	0.003
Tenancy	6.081	0.043
Irregular Maintenance	14.036	0.001
Income Mismatch	17.552	0.000
Enforcement & Penalty	12.066	0.003

There is an **income expenditure mismatch** (0.000) to keep up with the rising expenses to maintain old houses. *Zamindars* established their mansion, when financial illiquidity was inexistent and contemporary material and labour was readily available. Over time the means of income has changed from businesses, estates, etc., to regular jobs while the trust funds depleted.

The regression model shows a good fit as Hosmer Lemeshow Test is insignificant at p-value of 0.740. The model explains 79.2% variations with an accuracy of 93.3% (*see* Table 5.3,5.4 & 5.5).

Table 5.3: Model Summary

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Squre	Nagelkerke R Squre
1	**20.541ᵃ**	**.525**	**.792**
a. Estimation terminated at iteration number 9 because parameter estimates changed by less than .001.			

Table 5.4: Hosmer Lemeshow Test

Hosmer and Lemeshow Test			
Step	Chi-square	df	Sig.
1	3.533	6	.740

Table 5.5: Classification Table

Classification Tableᵃ					
	Observed		Predicted		
			Hchar		Percentage Correct
			0	1	
Step 1	Hchar	0	44	2	95.7
		1	2	12	85.7
	Overall Percentage				93.3
a. The cut value is .500					

The omnibus test result ascertains that the model is significant and helps in explaining the association between the dependent and the independent variables. The model explains that if **material cost** increases then the probability of sustaining the HHs will be impacted negatively by 2.209 times. Similarly, if absence of **consensus among stakeholder** or the **mismatch** between income of the stakeholders and expenditure keeps rising then in the near future the probability to sustain the heritage character of Kolkata will go down by 1.998 and 2.047 times.

Table 5.6: Omnibus Test and Variables in the Equation

Omnibus Tests of Model Coefficients		Chi-square	df	Sig.
Step 1	Step	44.652	11	.000
	Block	44.652	11	.000
	Model	44.652	11	.000

Variables in the Equation		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1	Material Cost	-2.209	.944	5.472	1	.019	.110
	Skill Cost	-.929	1.019	.831	1	.362	2.532
	Income Mismatch	-2.047	.888	5.319	1	.021	.129
	Heritage Fund	-1.436	.756	3.608	1	.050	.238
	Enforcement & Penalty	-4.654	2.096	4.928	1	.026	10.963
	Tenancy	-2.437	1.488	2.680	1	0.16	.087
	Retrofitting Cost	-.874	.856	1.042	1	.307	.417
	Time Delays	-.482	.676	.510	1	.475	1.620
	Irregular Maintenance	-1.936	.891	4.717	1	.030	.144
	Consensus of Stakeholders	-1.998	.789	6.417	1	.011	.136
	Incentives	-1.574	.738	4.551	1	0.33	4.828
	Constant	13.485	5.210	6.699	1	.010	3.335

The probability of HHs to maintain the heritage fabric of the city will gradually decline in the absence of a **Heritage Fund** to finance conservation projects, **Incentives** to invigorative monetary zeal towards protection, amendments in **tenancy** laws and adequate **enforcement of rules and penalties**.

5.3   Are historic houses valid as tourism products?

With furtherance of research in heritage, the definition of the term has undergone a paradigm shift. From simply defining heritage as anything tangible or intangible belonging to the past with a bequest value to considering heritage to be an

item of the past a having a present day purpose to the society. This change in definition is indispensable in understanding heritage of the past has to have relevance in the present day too. As it already has been established above, that HHs are important for the heritage character of Kolkata, to aid its sustainability it is essential that they serve a present day purpose. Within the scope of the study, whether HHs are valid as tourism products that can be appreciated and cherished by future generations too is tested here. Along with it, which type of tourism products are suitable for the pattern of HHs found in Kolkata are also validated.

The scale is reliable as Cronbach's Alpha is high at 0.844. Normality Test shows the p-value for both Shapiro-Wilk and Kolmogorov-Smirnov to be significant, proving that it is not normally distributed (*see* Table 5.7).

Table 5.7: Reliability Statistics and Tests of Normality

Reliability Statistics	
Cronbach's Alpha	N of Items
.844	18

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Tour	.476	60	.000	.532	60	.000
a. Lilliefors Significance Correction						

The chi-square test of independence exhibits significant association between thirteen variables that comprise of allied amenities, adaptive reuses and immersive experiences. Adaptive reuse mechanisms such as *Galleria 1910* (house of RN Mukherjee) for hosting **Events** (p-value 0.004); **Café** (0.051) namely *Corner Courtyard* on Sarat Bose Road, *Waypoint Café* at Paddapukur; **Museums** (0.013) like *Jorasanko Thakurbari*, *Netaji Bhavan* and **Accommodations** (0.011) like *Calcutta Bungalow* (an old house of Mazumdars on Shyambazar converted to an upscale heritage stay), *Lalbari Airbnb* and *Massimo Guest House* have added a purpose to old houses (*see* Table 5.8).

Of late, travel organizations like Calcutta Walks and Immersive Trails have curated heritage walks based on research. **Heritage Walks** (0.000) in the form of *Treasure Hunts*, tracing Dalhousie the seat of administration etc., are changing the way tourists visualize the city. So, when historians and scholars are trained as **Guides** (0.00) they can extend an authentic experience (Reisinger & Steiner 2006) through creative story telling. Durga Puja, Kali Puja, Poush Parbon, Rath Yatra showcase the culture and spirit of the people of Bengal, assuring that **Festivals** (0.003) complement HH tourism.

To enhance tourism competitiveness, **Cleanliness** (0.00), **Public facilities** (0.006), **Information** (0.025) and **Visual Appeal** (0.043) are also important. A heritage townscape without hoardings, arbitrary parking, littered streets and high rises claiming the background of the HHs can further enrich the tourism appeal (Mrda & Bojanić Obad Šćitaroci 2016).

So there is a need for **Heritage Fund** (0.00) that will protect them and their precincts. **Incentives** (0.00) can merge the gap between an owner's costs and benefits that accrue to the society from its existence (Mason, 2008).

Table 5.8: Chi-Square Test Results for significant variables

Variable	Pearson Chi-Square	Asymptotic Significance (2-sided)
Café	9.140	0.050
Museum	12.744	0.013
accommodation	13.113	0.011
Festivals	16.219	0.003
Heritage Walk	46.783	.000
Event	15.573	0.004
Public Facilities	10.120	0.006
Cleanliness	29.400	.000
Information	11.160	0.025
Guide	41.187	0.000
Visual Appeal	8.926	0.043
Incentive	44.154	0.000
Heritage Fund	33.995	0.000

BLR was conducted next where the variations that can be explained by the model ranges from 49.7% to 76.7%. Hosmer Lemeshow Test was insignificant (p-value – 0.411). It is thereby a good model with overall accuracy of 88.3% (*see* Table 5.9, 5.10 & 5.11).

Table 5.9: Model Summary for Binary Logistic Regression

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Squre	Nagelkerke R Squre
1	21.484[a]	.497	.767
a. Estimation terminated at iteration number 9 because parameter estimates changed by less than .001.			

Table 5.10: Hosmer Lemeshow Test results

Hosmer and Lemeshow Test			
Step	Chi-square	df	Sig.
1	7.171	8	.411

Table 5.11 Classification Table

Classification Table[a]					
	Observed		Predicted		
			Tour		Percentage Correct
			0	1	
Step 1	Tour	0	43	4	91.5
		1	3	10	76.9
	Overall Percentage				88.3
a. The cut value is .500					

The model is significant and helps in explaining the association between the dependent and the independent variables. Variables significant in validating HHs as TP are **Heritage Walks** and **Festival** as seen in Table 5.12. They help in raising the probability of tourism potential by 3.278 and 0.943 times. **Accommodation** (2.324), **Museum** (2.763) and galleria for **Events** (1.486) extend present-day purpose to the HHs and become relevant to the community.

Variables like **Visual Appeal** enhance the probability of the HHs as a valid tourism product by 1.246 times. The government and the stakeholder of HHs should also improve **Public Facilities** like toilets, approach roads, parking etc., train more **Guides** and declare **Incentives** to raise the probability of promoting HH Tourism.

Table 5.12: Omnibus Test and Variables in the Equation

Omnibus Tests of Model Coefficients		Chi-square	df	Sig.
Step 1	Step	41.235	12	.000
	Block	41.235	12	.000
	Model	41.235	12	.000

Variables in the Equation		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Visual Appeal	1.246	.616	4.082	1	.043	3.475
	Accommodation	2.324	1.096	4.494	1	0.34	10.215
	Café	1.811	1.537	1.388	1	.239	.163
	Museum	2.763	1.654	2.791	1	0.15	8.063
	Heritage Walk	3.278	1.448	5.127	1	0.24	26.517
	Festivals	.943	.815	1.339	1	0.27	21.568
	Public Facilities	1.566	1.431	1.198	1	.004	12.789
	Information	1.167	.726	2.583	1	.108	.311
	Guide	1.720	1.063	2.618	1	.006	15.585
	Heritage Fund	.092	.717	.017	1	.057	1.096
	Events	1.486	.933	4.271	1	.032	8.615
	Constant	15.605	6.845	5.197	1	0.23	.000

5.4 Which sources of revenue shall be suitable to sustain the tourism products?

For long term sustainability it is imperative that the HHs be self-sufficient in financing its conservation process. The dataset is not normally distributed as seen in Table 5.13. Only Chi-square test is carried out to understand the association between the variables (*see* Table 5.14).

Table 5.13: Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
Tests of Normality						
	Statistic	**df**	**Sig.**	**Statistic**	**df**	**Sig.**
Entr	.398	60	.000	.665	60	.000
Rev	.310	60	.000	.749	60	.000
Rent	.237	60	.000	.800	60	.000
Leas	.364	60	.000	.706	60	.000
Sale	.326	60	.000	.740	60	.000
Don	.509	60	.000	.411	60	.000
Vide	.229	60	.000	.805	60	.000
a. Lilliefors Significance Correction						

With plethora of platforms opening up and pre-wedding shoots, movies, short series etc. being in trend, HHs reused as **Accommodation** enhances the possibility of earning revenue through filming. As on-screen portrayal of the property takes a glamorous look for example, Bulbul a film produced by Anushka Sharma was beautifully shot at Bawali Rajbari, heritage accommodations are being favored by tourists.

Lease rental is a way to ensure financial liquidity of HHs. In South Delhi, houses in Hauz Khas, Nizamuddin, Mehrauli and Tughlaqabad have been leased out to utilize urban space and avoid *museumification*. So revenue from lease rental through **Accommodation** (p-value 0.00), **Café** (0.000) or **Museum** (0.007) is a sustainable way forward.

Museums mostly earn through Entrance Fees (0.000) but two other sources of revenue can be from donations (0.031) and sale of merchandize (0.000). Although not well explored in India, but almost all museums in Europe have souvenir shops at their exit point, selling curated art work and gift items. By combining art with commerce, local artists get their due exposure. Merchandize can also be sold through Accommodation (0.001), during festivals (0.022) and Heritage Walks (0.002) from designated shops.

Table 5.14: Chi-square test results

Variables		Pearson Chi-Square	Asymptotic Significance (2-sided)
Museum	Entrance Fees	30.088	0.000
	Lease	14.006	0.007
	Sale of Merchandise (SoM)	56.104	0.000
	Donation	10.607	0.031
Accommodation	Rental Income	10.845	.028
	Videography fees	9.981	0.041
	Lease	61.450	0.000
	SoM	14.036	0.001
Cafe	Lease	19.345	0.000
Festivals	Entrance Fees	15.843	0.003
	SoM	11.412	0.022
Heritage Walk	SoM	16.834	0.002
Event Galleries	Revenue from Events	38.431	0.001
Exhibition	Revenue from Events	47.153	0.000

Lastly, occasional events may raise good revenue at Event Galleries and Exhibitions. Events like 'Swadeshi Art' exhibition of 2018, limited audience concerts, etc. can be held at HHs to source funds.

Chapter 6
Conclusion

CHAPTER 6

CONCLUSION

6.1   Conclusion

Evolved and revolutionised is our society today, advancing beyond primal needs for survival. Each individual is a transformed being, who can reflect past food and shelter. Sequentially over time, a lifestyle that which regales emotional, aesthetic and physical necessities has gained importance. Efforts striving to inculcate habits that whittles a meaning to life are sought for. The transformation of the society to think progressively and lead a purposeful life, has led mankind to appreciate various aspects of the material world, nature's offerings and various forms of life. Deducing from his constant search for new experiences to upgrade living standards, theories like experience economy, only establishes the concept of how individuals are keen to explore life beyond pursuance of pleasure, scarce goods and services have been established. Transcending the requirement for precious and the rare goods and services consumption in the modern era has become personal in nature, emphasizing on emotional and abstracts psychological constructs like new feelings and impressions.

Culture, heritage and history are aspects that have become cornerstones of one's identity. Individuals symbolize their affinity for aesthetics and culture through a series of consumptions, like reading books, touring museums, immersing themselves in culinary experiences, dance, theatre and music etc. People want to engage and participate with cultures, lifestyles, communities and so on that is distant from their known realm. Experience is a phenomenon being explored by almost every industry today. It had been an important criteria for the tourism and entertainment industry since the beginning. Niche travelling with a specific interest is rising to prominence where consumers wish to return with '*a far from home'* stimulus. Given this demand for immersive tours, the tourism industry has been innovating to appeal tourists with destinations by offering unique escapades in turn spinning off specialized branches of tourism, like heritage tourism. In heritage tourism too, people wish to participate in the lifestyle of a frozen time frame rather than be mere spectators to built-heritage sites and artefacts, they want to live that

era, learn about the places, relish culinary delicacies practiced then and regale a time travelling experience. Heritage tourism consolidates the motive to emphasize values of the past and the practical aspect of providing economic returns to sustain the heritage site over the years.

Heritagization is the method of utilising heritage to fulfil specific goals of the society. It is through *heritagization* that the present inhabitants choose to interpret the heritage sites as assets bequeathed from the past and utilizes the knowledge to serve a purpose to the modern society (Walsh 1992). Increasingly, cultural assets are being adaptively designed to meet modern requirements by consumers with the intention to form experiences suitable for global consumption (Inglis and Holmes 2003).

Heritage tourism constitutes of visits to places which are labelled as *heritage*, either by virtue of government policy, community value or personal relevance. Heritage attractions are irreplaceable resources, while planning tourism in and around these sites establishing a balance between the requirements of the visitors and that of the resource is imperative. Millar (1989) ensures that through opportunities to experience and enjoy the heritage sites, public can be made aware of the need for conservation. The focus of heritage tourism is to complement the relationship between heritage interpretation and heritage presentation.
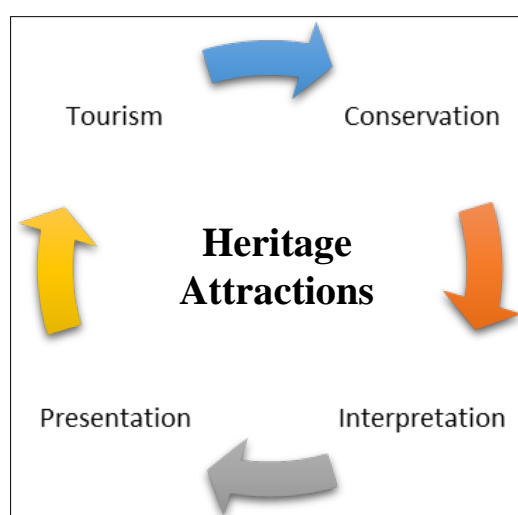

Figure 6.1: Inter-relationship between heritage, tourism, interpretation and conservation

Tourism enables access to heritage sites, makes history relevant to present times and creates the balance between development of the place and its protection. Heritage also acts as a 'destination enhancer' that drives sustainable development. When heritage is brought to life by story-telling, the future generations take cognizance of the significance of its existence. Being the fastest-growing industry that induces employment opportunities and community development, world organizations like UNESCO aim to create theme based heritage tourism circuits that spur growth and investment.

Built heritage sites can be of various types, namely, community heritage, commercial heritage, religious heritage, heritage precinct and residential heritage.

A glance through these heritage sites reveal that each of these have a common interest, i.e. the community feels connected to these sites and in some way they serve a purpose today to the public. So they are well preserved and maintained. The direct link between the heritage property and the community can be easily traced. But among these only residential heritage are usually privately owned properties and they lack public involvement unless they are transformed into some form of a museum. Against the backdrop of heritage tourism and sustainable development, the thesis attempts to delineate the role of theme based heritage tourism in promoting and sustaining heritage houses of Kolkata in a developing country like India.

Kolkata, the city of palaces, abundant in its heritage inventory is gradually acknowledging the overwhelming effect of tourism and the economic benefits it can yield to the government and its people. Being a city emerging as a commercial hub while being plunged in history, attracts all forms of travelers to its land, generating huge demand for its heritage and the cultural. Of necessity, it is to protect the city's heritage from erosion and jeopardy. From the government level authorities, heritage enthusiasts, businessmen to its people, they are seamlessly coordinating their efforts to restore, conserve and retain the heritage, culture and the essence of Kolkata, eclipsing past the few prominent buildings like Victoria Memorial or Indian Museum.

Quintessence of Kolkata is best cherished from its reticulated narrow streets, quadrangle pockets of housing, gnashing grin of old fashioned buildings, visuals of wooden venetian windows, intricate cast-iron railings, meandering tram-lines, hustling of hand-pulled rickshaw, vision of plying yellow taxis, the pandemonium of street vendors, loud *addas* on the *roaks*, floating tunes of musical instruments, the repetitive tings from the tram and the much loved *cha* (tea) and *roshogullas*. Kolkata by virtue of its colonial history and indigenous development there on, is unique in its urban-scape with its heritage being still lived in. Tourists come to encounter this daily intermingling of people in the most un-sophisticated but warm and familial way. Obliterating the heritage tissue of the city will only deter tourists and transforming the place into a modern chaos of concrete blurring the skyline beyond the human scale, positioning us midway between what was and what could be.

The Municipality of Kolkata set up the Heritage Conservation Committee to oversee the listing of heritage buildings in the metropolitan area. An endeavor undertaken to bolster conservation efforts in the city, it failed to stay true to its objective. Rather like most heritage enthusiast would like to put it, the list became a means to highlight the plight of heritage buildings and a mechanism to maneuver modern development.

On the basis of this graded list of heritage buildings under the KMC Act 1980, the thesis first attempts to identify the historic houses and assess its potential to promote heritage tourism. The study focused on Grade-I heritage mainly and widened the scope by including some important Grade-II buildings. The graded list was screened to extract a list of historic houses under Grade-I, II-A and II-B category. A total of 151 HH were identified of which sixty belonged to the Grade-I category. The houses were then reviewed on the basis of their present purpose. For example, houses that serves as a shop or a religious temple are not considered since they directly do not promote the HH in its original form. While reviewing it was found that some houses although listed as Grade-I heritage has been demolished either legally by down-grading it as Grade-III property or through other means. The experts then evaluated the score of heritage tourism potential of each of these

shortlisted HHs on the basis of three parameters, cultural value, experiential value and product value over a total value of 60. The list serves the purpose of recognizing the value of HHs and how they can be good tourism products. These are also the houses to be urgently preserved before they are lost to time and negligence.

In the next objective, a classification of HHs was aimed at to help identify themes suitable to promote heritage tourism. Given the boost from the government to establish theme based tourism plans, the houses were first classified into three segments: Rajbari, Thakurdalans and Houses with Historic Events. These three categories of HHs were then employed to form themes. Following the evolution trajectory of Kolkata, the Rajbaris of the *babus* of Kolkata are distinct and unique which could be employed to demonstrate the meaning of 'City of Palaces' nickname for the city. Of these the thakurdalans are an integral part of Bengali lifestyle, contributing to the necessities of daily life and festivities like Durga Puja. Lastly the Bengali Renaissance and the freedom movement are important aspects of the history of Kolkata, the HHEs can help to narrate the story of Freedom Trail and Revolutionaries of Bengal. Combining all this together the Native Town concept which is a combination of all these aspects can form a good theme for tourism.

With this the thesis presented a list of HHs with tourism potential and themes that could best represent them to the tourists. In the next phase the study aims to highlight the real scenario of these HHs, their present situation, their suitability for tourism and improvements required. A field study combined with an interview with selected stakeholders helped to achieve this objective. On visiting some of these highest scoring HHs from each of the three categories, it was found that many houses are suffering from neglect and lack of upkeep. A visual analysis on QDA platform Atlas.ti identified the six basic issues. It was found that all the sample houses had factors affecting its visual appeal to the tourists. 9 out of 11 HHs are not well maintained, 7 of them do not have toilets, directions, or any office to communicate, 6 have cleanliness issues, 3 have incompatible usage and 2 have incompatible changes. Although historically important grade-I heritage buildings, they are devoid of serving any present day purpose, not taken care of by its own

people, the community or the government. With dwindling family trust funds, absence of innovative financial avenues and apathy of the government, these HHs can barely become tourist destinations in their present states. They need restoration, upkeep and incentives from the government.

In the last objective the thesis attempts to study the validity of HHs in becoming theme-based tourism products. This objective throws further light on the significance of HHs in attributing to the heritage character of the city, in becoming viable tourism products that can sustain its preservation over the years. The objective was studied by statistically analysing the survey responses of the experts. It was possible to recognize that to maintain these HHs, incentives from the government, creation of a Heritage Fund, amendments in the tenancy laws with strict penalties is required at the government level. Avenues to reduce material costs of restoration to induce regular maintenance are required. The HHs are valid to develop and promote heritage tourism but they need to be adaptively reused in the form of accommodations and museums. Experiential events, heritage walks and festivals should be employed to make these HHs come to live. And the government should take care of the visual appeal by restricting unwanted constructions, overshadowing hoardings and incompatible usage. Lastly, the suitable sources to raise revenue were also identified to help sustain the heritage houses. For example, multiple source of revenue can be earned through museums in the form of entrance fees, lease rentals, sale of merchandise and donations.

So the thesis helped to identify that HHs are valid for heritage tourism and in return they can be benefited by being adaptively reused to serve as a tourism product. To help achieved this and address the issues identified in this study, the recommendation are provided in the following section.

6.2   Recommendations

The thesis concludes by comprehending the current potential of HHs to promote heritage tourism, the issues in implementing the same, the opportunities that lies ahead and recommendations as expressed during interviews and from the

scholars own understanding of the entire scenario. With the help of a word tree query in the Atlas.ti QDA platform it was possible to map the general recommendations to ensure development of heritage tourism in Kolkata. As a suggestive query the word 'need' was used to search for associated sentences. The term 'need' linked to various recommendations are highlighted in the red boxes in Figure 6.2.
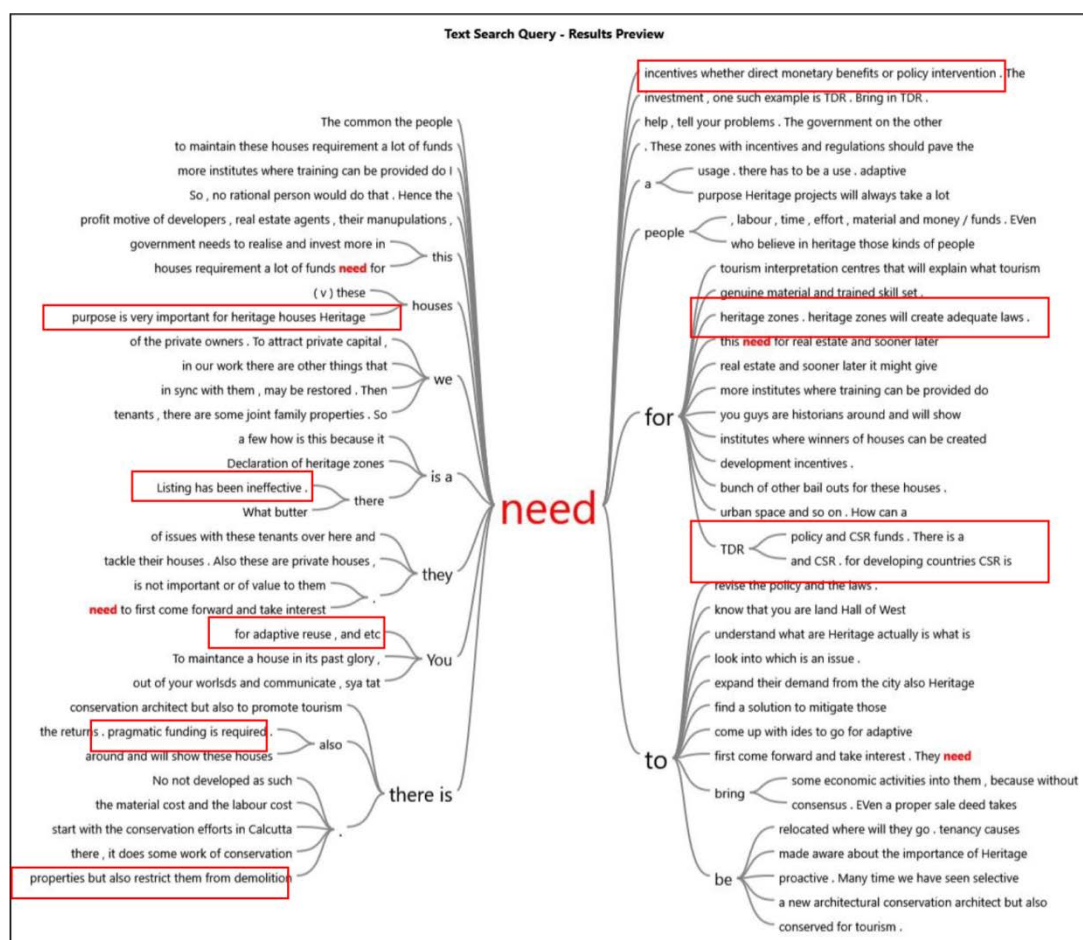
Figure 6.2: Word Tree for recommendations

Lack of suitable strategies coupled with financial constraints, the historic houses have only been extending value to the nation and the community without yielding any benefit for itself. These financial limitations gradually lead the houses into dereliction and exposes them to developers for new development. These issues are represented below in the Figure 6.3.
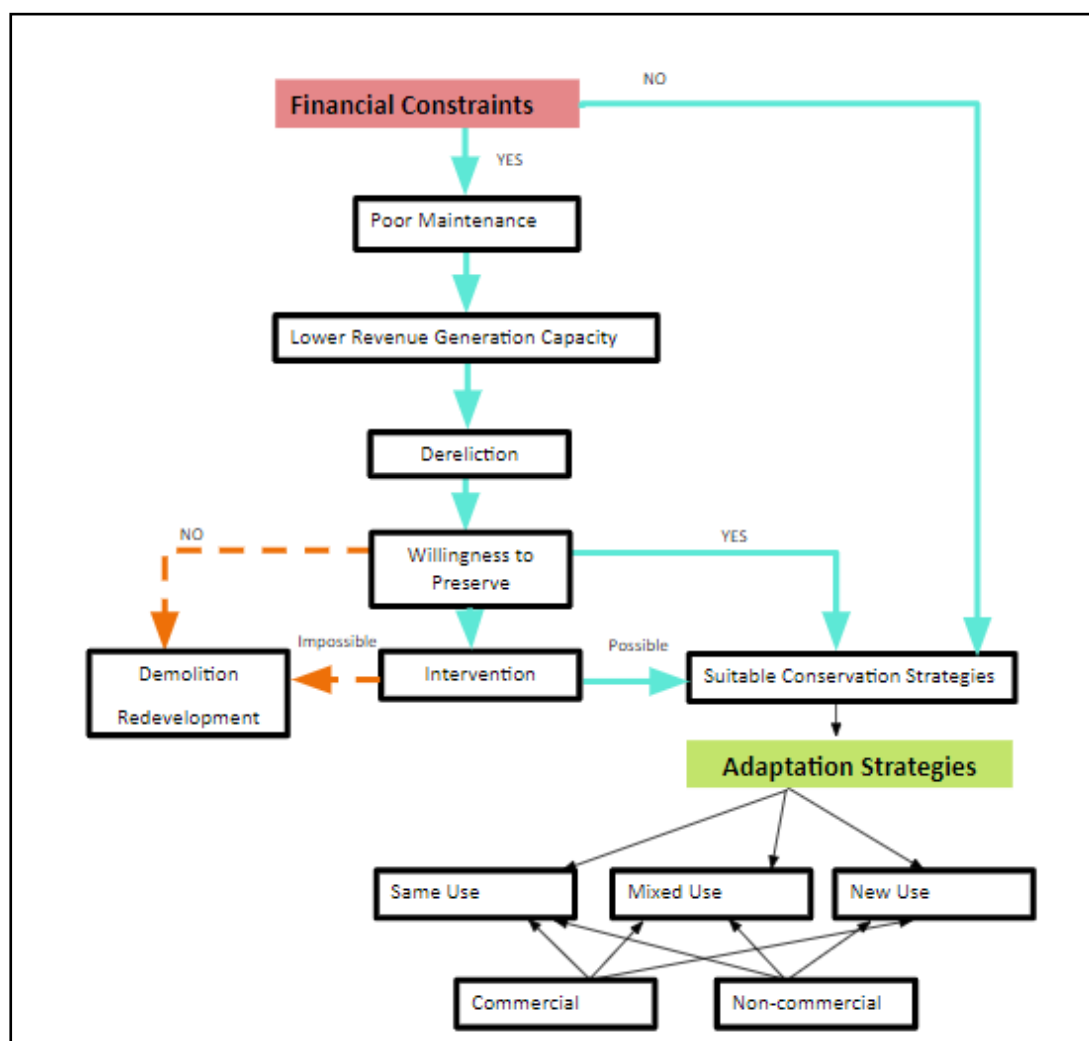
Figure 6.3: Financial constraints and its relationship with demolition

The thesis thereby makes some recommendations to alleviate the situation and are elaborated below:

(i)   Adaptive Reuse Strategies

Sustainable development has been the buzzword in the modern era. At the nexus of environmental challenges and the need for urbanization, adaptive reuse has gained ground for its apt strategy to be environment friendly and being utilitarian. Reusing an old building to suit a modern purpose in order to extend its life span over the next decades is a sustainable strategy that is increasingly being recognized both in the academic and real world. Adaptive reuse aids in cost control mechanisms besides supporting the development of the community, economy and the environment (Reed & Wilkinson 2008; Bullen and Love 2009). It perfectly aligns

with the Sustainable Development Goals 2030, of making cities sustainable through conservation and controlling wastage of resources. Yet this process is complicated and requires much technical expertise, capital outlay and retrofitting of modern amenities to appropriately suit the purpose it is will be reused for today.

The municipality laws have outlined how to protect the buildings but most of the laws are restrictive and fail to extend any benefit to the owners at present. There is a need to bring a policy reform that suits the need of the owners and helps in reducing their challenges while also catering to the conservation process. At present the three grades of houses have different levels of restrictions to usage and repurposing. But against the current occurrences in the city, there seems to lack of transparency and accountability. There should be laws that allow adaptive reuse into specific categories, like grade-1 can be reused as museums and heritage stays or grade II-A into offices while grade II-B and below can be used as they may please.

From the analysis carried out, it can be highlighted that many owners and heritage enthusiasts have led the way and set precedences as to how the challenges faced by the owners could be reverted and turned into feasible income generating resources for the nation and the community to take pride in. The scope of the study is limited to the examples that emphasize tourism prospects. In the words of the Noble Laureate and development economist Esther Duflo, highlighted that Kolkata has the potential of becoming a tourist destination with its rich potential of heritage sites. She stated,

> "*Kolkata's unique buildings if showcased will fascinate tourists from the West. I wish someone would preserve and rehabilitate segments of the city. Someone needs to put an end to the destruction and fix the crumbling buildings*"[x].

The inventory of residential heritage is a mélange of unique houses varying in architecture, space, history, floor plan, ownership etc. So devising a single adaptive reuse strategy for all to follow cannot be adhered to. A lot of these adaptive reuse plans depends on the 'best fit' possible given the constraints of the situation, whether it be the current condition of the houses, the finances, outlook of the owners

etc. A restored and repurposed heritage property yields prestige and good returns for the entrepreneurs, simultaneously raising the value of the locality.

The Government on the other hand targets to build museums and auditoriums to facilitate tourism and foster educational pursuits. Rarely among the examples in metropolitan area has the Government incentivized to take up any strategy to use heritage building for commercial purposes other than museums supporting tourism. Museums serve as a great knowledge resource and provide public with a space to meet, learn, educate and socialize, but other means should also be explored.

(ii)   A dedicated Heritage Budget

The location of study is limited to the Kolkata Metropolitan Area under the jurisdiction of Kolkata Municipal Corporation. The PMU Department of KMC, overseas these heritage buildings while the Building Department sanctions construction of new buildings in the city. The budget statement since 2016-17 to 2020-2021 shows rare instances of funds allocated for restoration of heritage sites maintained by KMC. Under the Environment and Heritage section, mention of twin Shiv Temples of Bhu Kailash in Khidderpore, twin temples and surroundings of Garia Mahasasan, environs of Nimtala Ghat and beautification of Laldighi at Dalhousie Square, have been found. There is absence of regular maintenance and a municipality budget dedicated for heritage conservation. In the absence of such funds, the stakeholders are unaware of the sources from where funds may be made available. Although the act mentions that national and international funds be made available for heritage conservation, there is no clear mechanism for accessing these. During the years 2002 to 2007, Comptroller and Auditor General's report on urban local bodies revealed that no fund was mobilized from the MP Local Area Development fund or a corpus fund created in 2006 for heritage towards any conservation efforts. Most of the private historic houses are suffering from depleting fund and a turn-around strategy. This section of heritage is the most vulnerable and is clearly overlooked by the policy-makers. There is a requirement for a dedicated heritage budget to be spent annually and occasionally for these houses regularly.

Experts in their recommendations suggested the used of various forms of funding to finance the Heritage Budget and enable disbursement of funds for the protection of the HHs. The views are expressed below:
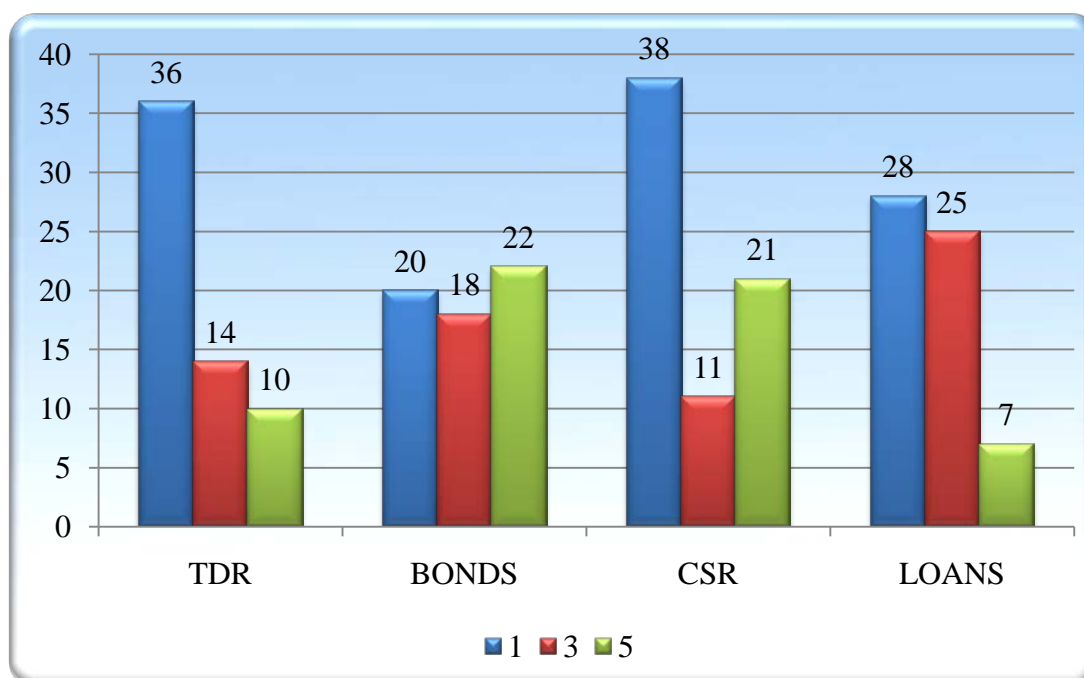
Figure 6.4: Views expressed on the various forms of funding

So the government through its experience in Ahmedabad can also finance its budget through sale of municipality bonds, the proceeds from which shall be especially reserved for the use of conservation of HHs. With the vision for overall urban development of which heritage management is an integral part, a tripartite contract between HUDCO, AMC and French Government under the name 'Enabling Communities to invest in Heritage' was signed and the process of registering heritage properties commenced. Over hundred pols and sixty thousand registered heritage properties in the city were registered. Successful renovation, restructuring of Havelis and repair work was executed. HUDCO came forward for the first time in advancing loans for repair and restoration of privately owned properties over hundred years old. This facility of housing loans were not available previously to the ones older than fifteen years. The enthusiasm and entrepreneurial courage of the community for the cause of heritage had to be supported by technical know-how, a sound financial policy and enablers from various backgrounds removing barriers.

The French government undertook the responsibility to advice on architectural planning for old buildings, training and workshop for architects to serve the necessary valuation to aid HUDCO in deciding the financing estimate. It was truly a multi-pronged process. The contract to disburse funds had to be so designed so as to restrict diversion of funds. So the settlement of funds on successful completion of the job was to be done between HUDCO and the developer, while the owner remained only a beneficiary of the entire procedure without any direct receipt of finances, the only involvement being in the certifying the property for which the loan will be disbursed. In this regard Jagdip Mehta's house, a heritage property in Khadia, Gujarat is one of the many successful outcomes. He availed the opportunity of subsidised loans from HUDCO under the policy framed by Ahmedabad Heritage Commission. The then dilapidated house now serves as a cultural corner for the city, which serves as suitable examples that could be replicated in the city as well as elsewhere.

(iii)   Incentive and Subsidies

The economy and the community of people today perceive heritage tourism to be a positive activity that supports the pillars of sustainability. From generation of tourism receipts, employment opportunities whether directly in the heritage tourism industry or indirectly in auxiliary industries to inducing the multiplier effect for consumption of good and services by the tourists (Ursache, 2015), heritage tourism is radically harnessing the potential of heritage cities and towns. This symbiotic relationship between the heritage asset and tourism creates a judicious balance that assists to sustain itself by engaging itself with a present purpose. The threats posed to retain heritage can only be reversed by allowing its community to be aware of its history and allowing them to participate in its existence. Initial protection from unwarranted demolition and gradual dereliction should be strategically terminated. It should be then aesthetically presented to the tourists, to aid appropriate consumption and interpretation.

Kolkata, with its abundant tangible and intangible cultural heritage inventory, is a suitable site to promote tourism. But with its depleting heritage resources and lack of awareness in comprehending its value, much of the cityscape is metamorphosing. Drawing on the focus of the study, the private heritage houses have been facing the denunciation from the government and the developers. The apathy of the stakeholders further cripples any future possibilities of banking on heritage. But out of all these issues one of the major issue that increases the friction and inertia of the various parties involved to initiate conservation efforts is provisioning of finances. At multiple stages, be it simple repairing, maintaining or commencing a complete restoration project, finances play a major role in on-setting and continuing the work.

To rescind the negligence and enable optimal utilization of the opportunities, apart from policy challenges and new by-laws, the stakeholders of these heritage houses require stimulus and innovative financial mechanism that advocates their issue and champions the motive of conservation.

The heritage houses are defined, graded and listed by the KMC Act, 1980. The law prohibits demolition of grade -I buildings and incompatible changes to grade-IIA and II-B buildings. It also imposes numerous other restrictions on additions and usage, without extending any support or benefit to its stakeholders. At present, no stakeholders have been benefited from the enlistment procedure under the Act. Rather, some stakeholders have somehow managed to maneuver a way not to get their houses listed, commenting that listing only brings restrictions.

To bridge this gap between the value generated from the HHs to all the stakeholders and the costs of maintaining the property, the government should roll out incentives in the form of direct benefits or in the form of materials, guidance and know-how. It can also be made available in the form tax exemptions specially property taxes. The experts believe that incentives to stakeholders or owners of the HHs would prove to be more advantageous as seen in Figure 6.5.
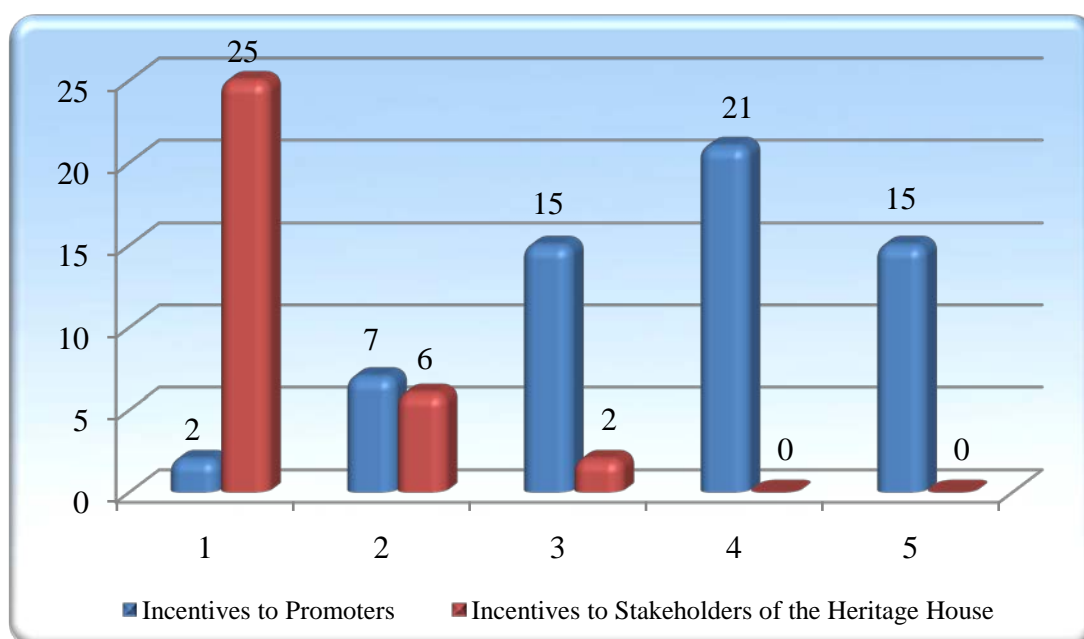
Figure 6.5: Recommendation on incentives

(iv)   Corporate Social Responsibility

The government has mandated companies with net worth higher than Rs 250 crores to contribute 2% of their net profit towards CSR under the Companies Act 2013. Under Schedule VII, a company is may opt to contribute to any of the ten sectors as CSR. Of these inclusion of 'Protection of National heritage, art and culture' has been an integral move to bring our heritage to the limelight and the need to protect it. The state government of West Bengal, can thereby highlight the need to conserve Kolkata's heritage especially the residential heritage segment to draw CSR funds for its upliftment.

Figure 6.6 Inclusions under CSR activities as per Schedule VII

(v)   TDRs

Space is a common issue for an ever expanding economy. To combat the issue, transfer of development rights provides a fresh approach to efficient town planning. For this a city is usually categorized into three zones based on the level of development. Through TDR the burden of construction is spread from a highly developed zone to a sparsely developed zone. The vital component in TDR is the space index. The unutilized space index of a developed zone where further construction is disallowed, can be purchased by a developer to be implemented elsewhere. Thereby allowing transfer of benefit. TDR concept had been implemented in Mumbai first and eventually in Ahmedabad, but the methods were different owing to fabric of construction in the respective cities. In 2013, Ahmedabad Urban Development Authority supported the heritage drive by allowing heritage properties in specific localities to lease or sell TDR. The benefit of sale consideration thus received provided an incentive for the heritage building owners to retain their properties and utilize it for conservation work. TDR used Floor Space Index, a pre-decided factor by the municipal body and Jantri (plot value) for estimation of the value of the space that could be put up for sale. Unlike Mumbai, TDR was a success in Ahmedabad through which many heritage properties were revitalized.

Transfer of development Rights is a successful working code to make cities sustainable. Various cities in India like, Mumbai, Ahmedabad and closer home at Coochbehar, TDRs have been implemented. TDRs aims to ease the pressure of urban development in the heritage core areas of cities, by benefiting both the developer who is looking for profitable land and the owner who has nowhere to move or gain from the opportunity lost. It is a useful land use regulation tool that can deviate urban development to deficient areas by making them appealing.

It has largely been experienced over the world that lack of fund for the restoration, preservation and conservation of heritage buildings have continued to remain the main hurdle for government agencies, and NGOs, orders and heritage enthusiasts in spite of all charters and heritage commissions and legislations in

different forms in different countries. Transfer of development rights has kindled some ray of hope for heritage and are being experimented in different forms add incentives universally.

The mechanism allows owner of a 'sending area' to sell their rights to develop their property to the developers of the 'receiving area'. These sending areas are zones or locations where further development is restricted and transfers this limitation to develop as an opportunity to an area mostly extensions of the city, where development is required. After such transfer the owner of the heritage property cannot engage in any construction or additions to their building. A developer will be typically interested to buy such TDRs to enhance floor area, height limits or other thresholds. The number of TDRs available on a property can be computed based on the development potential the property holds.

Government of West Bengal, CREDAI, MCCI, and some other organizations are trying to implement the principle of TDR and working of the same in Kolkata for now. This has a great possibility of extending it gradually in all other municipal areas in gradual manner. The prevailing provisions in the KMC Act 1980 and Kolkata Municipal Corporation building rules 2009 permits a proposal of erecting buildings with total permissible floor areas on the basis of the area of the premises with the multiplier factor ranging from 1.25 to 3.00 depending on various categories of width range of the road or street abutting the property premises. Difference of section of the act like subsection 425 of KMC Act 1980 restricts any building activity in Grade I heritage listed limits many listed agreed one units are continuously deprived of their available Floor Area Ratio (FAR) for example education institutes like La Martiniere, residential buildings like Marble Palace etc. these type of listed grade one buildings may be allowed to sell their surplus and unlisted floor areas to other new proposals as permitted by KMC building rules with amendments in part or whole against a good decided rate or circle rate monetary consideration which will exclusively be used for the restoration preservation and conservation of that particular listed grade one building. Similarly all heritage listed

buildings may be allowed to enjoy maybe allowed to enjoy a TDR, calculated on the basis of the existing floor area. Ahmedabad Municipal Corporation have progressed substantially in this direction with some positive.

Presumably it will create a win-win situation for all the Heritage unit owners as they will get some fund for renovation, preservation and restoration that will help to develop and also add floor areas to the projects in new areas of development. Civic bodies will earn from sanction fees, and charges, government will add to it coffer through registration and allied charges. This will generate plethora of activities of economic nature where the heritage attraction and value of the city will automatically get enhanced. If the Heritage zone is declared in addition to the existing of building of these percentages will help the public authority through sharing between KMC, state government and other involved parties for proper maintenance of the Heritage. This can be thereby used for introduction of facilities and amenities. There is also a need for special TDR banks that will be specialized in buying, holding and selling this instrument.

(vi) Heritage Zones

An important opinion expressed by the experts was the need to create heritage zones. In seems to be in light of the impetus received from UNESCO in expanding the focus from standalone heritage sites to the entire Heritage Urban Landscape. So it is important to safeguard the entire heritage precinct that has a mutual relationship with the HHs and in a way enriches the feel and the ambiance of the place. These heritage zones should be well thought out and have defined geographical boundaries, have strict regulations for constructions and new development, have benefits and easy access to guidance from the municipalities. This would help enable better protection of the HHs and promote tourism by maintaining the heritage character of the city.

(vii) Policy Changes

Many fragile old buildings in the city narrates the tale of detachment and financial illiquidity of the owners. Rise in maintenance cost due to inflation and

series of transfer in ownership with incompatible use of premises accentuates the needs of these HHs. With these premises being occupied by tenants and unauthorized encroachment, the conditions of these HHs only worsens. In India, each state administers their own tenancy laws. Under the West Bengal Tenancy Premises Act, the heirs of the tenant have stronger legal right to continue tenancy. This makes eviction possible only when the property is damaged or illegal activities are carried out in the premises. Other provisions cumulatively provide reprise to the tenants rather than the landlords. With substantial rise in municipality taxes which seldom matches the increase in rental income, financial deficit and erosion of potential revenue shall ensue.

(viii)   Theme-Based Tourism and Immersive Experiences

Government has recently been providing impetus to development of theme-based tourism to promote various tourism circuits in India. Kolkata as a city should also take advantage of this situation and government patronage to develop theme-based trails, walks and circuits by expanding to other nearby eastern and north-eastern states to promote tourism in the eastern part of India.

Immersive tourism experiences beyond traditional light and sound shows, is important to create new and innovative experiences to cater to a diverse base of tourists. With recent literature also focusing on promoting festivals at heritage destinations, the city HHs can explore this option by allowing tourists to interact with the houses and live the life of that era, through stays, cafes, museums etc. which will ensure a more enriching experience.

(ix)   Various Other Sources of Funds
a.   *Pragmatic Funding*

The case of The Danish Tavern, Serampore, visualized an innovative way of financing. The National Museum of Denmark in collaboration with a charitable funding agency Realdania created a success story of conservation. The St. Olaf Church was restored first with foreign funding. This lead to a huge change in consciousness among the local residents and the local government. They became

aware of heritage that existed on their land and became interested to conserve other areas to promote tourism of the place. Thereon, it was the funds of the local municipality that was used to conserve the Denmark Tavern and the government house. Today Serampore has become a weekend destination for the people of Kolkata who take pleasure in visiting the place and acknowledging the Dutch culture.

b.   *Diaspora Funding*

People share a bond with the soil they belong to. This emotion is at the core of diaspora funding. Individuals who had to relocate in pursuance of different objectives of their lives always have a deep down feeling to go back to their roots and help in its upkeep in whatever way suitable. He stated that the trading communities of Rajasthan, now settled in Kolkata showed keen interest to develop their ancestral houses in Sekhawati, Bikaner etc. These ancestral houses are now successful bed and breakfast accommodations open for public use. These communities are eager to contribute and enhance the heritage movement through adaptive reuse techniques. Another example of diaspora funding is Dharmaj a small village in the Anand District of Gujarat, which has accumulated over 1000cr in NRI deposits. The residents are mostly settled in other parts of the world and regularly deposit funds in the state run accounts. This ensures the families and properties of the area are well looked after and cared for.

c.   *International Government Funding*

The developed countries have portrayed an advanced understanding of the value of heritage and its usefulness. In India, there are various examples of colonial powers of the bygone era taking interest in conservation and preservation oriented work in their previous colonial seats. Examples maybe of the Danish government taking interest in developing a Serampore (Fedrick Nagar), French government in Puducherry and Chandennagar etc.

So, all the financial recommendations can be summarized and presented in the flow diagram in Figure 6.7. The presentation of recommendations show how the funds used for the conservation of HHs can be invested and also reaped through

revenue generation in the form of tourism products. This advances the knowledge presented in Peacock (1995) Passage of funds to the Heritage Sector. The focus was limited to government funding and conservation of government owned heritage buildings. The thesis expands this approach and displays a circular flow of funds since heritage is not a liability but a revenue generating asset when appropriately conserved and reused.

The summary takes cognizance of all the three sectors public, private and the third sector. The third sector comprises of non-government philanthropic institutions whose contribution also creates an important impact on the heritage segment. The public sector is represented by the local government authorities like the municipalities, the government at the state and central level as well as the international government. The private sector comprises of the corporates, the firms and the household segment.

The government sector takes initiatives from time to time to make museums or galleries of various heritage buildings, it disburses funds according to the need of the project. As seen from the study, the government should create a Heritage Fund that would be dedicated to the cause of heritage conservation. A separate fund only for historic houses cannot be set up as it would be too myopic in vision. So through sale of bonds and generous donations, it is possible to create this fund. These can then be used to establish and support the heritage tourism products like museums, accommodations etc. The private sector being an important player can provide subsidized loans like in the case of HUDCO, can contribute through CSR, diaspora funding, pragmatic funding or participate in bonds. Laws and bye-laws to protect heritage urban landscapes should be enacted to preserve larger spaces through heritage zones. These zones should extend benefits like tax exemptions and TDR. But all of this above initiatives may soon be in vain, if the heritage assets do not generate revenue and provide no return. A capital outflow without returns means an ongoing liability. So the model displays a series of ways through which revenue can be generated to the private and third sector, which when taxed flows back to the government.
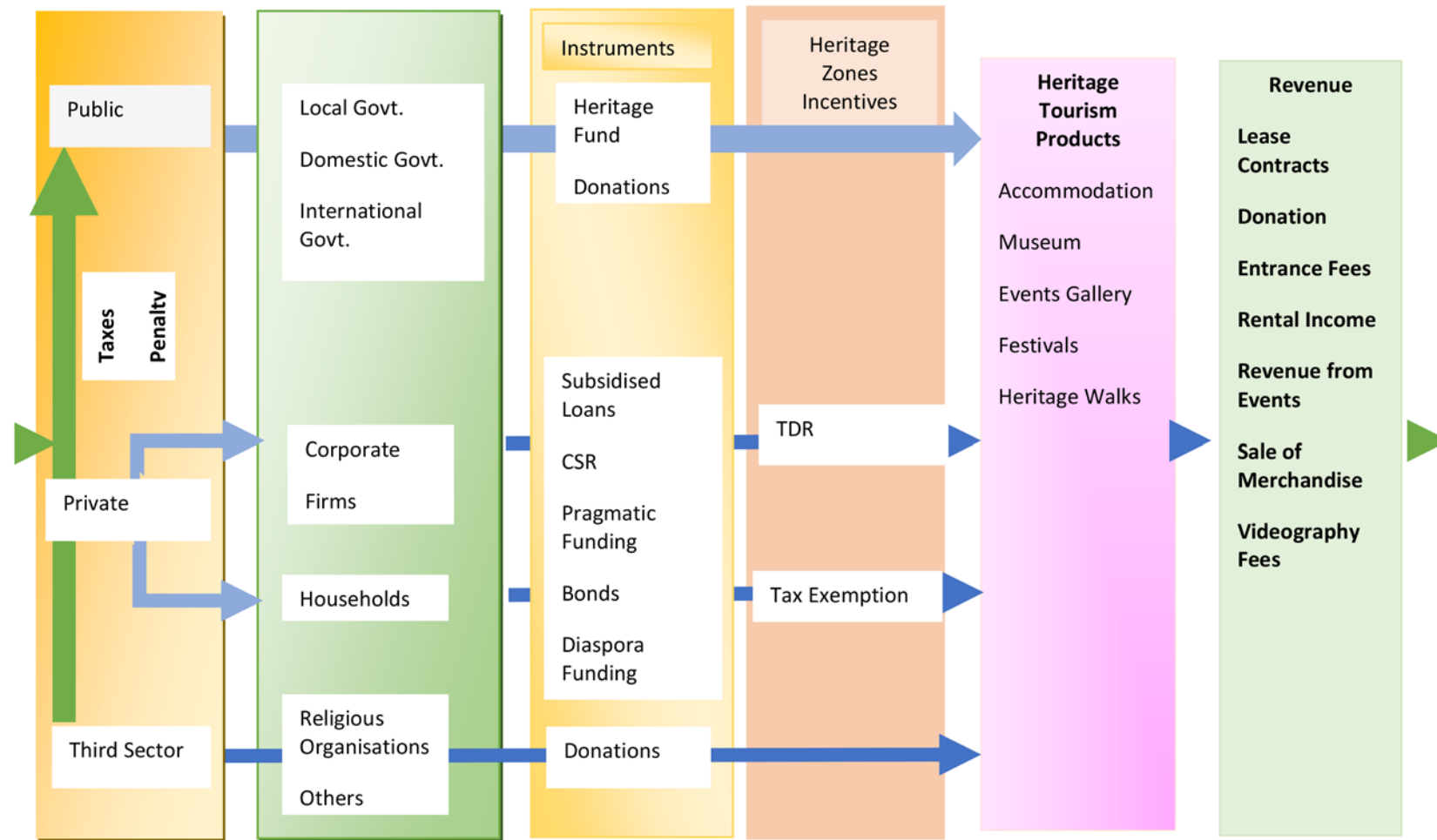
Figure 6.7: Passage of fund for viability of heritage tourism w.r.t. Historic Houses

6.3   Impact Statement

The study is important and relevant to government for policy formulation that would help HHs attain self-sustainability through promotion of tourism. It is an important study that epistemologically brings to light the plight of residential heritage amidst the rising pressures of urbanization and means through which they can be safeguarded. Various other agencies from private developers to NGOs, can benefit from the insights of the thesis, to be better aware about heritage and how they can be the catalyst and the beneficiaries while protecting heritage sites.

6.4   Summary of Findings and Recommendations

Some questions from the survey have been dedicated to gain recommendations that would best support the cause of HHs in Kolkata. The answers from open-ended questions were analyzed to yield a word tree for suggestions. So for Heritage Tourism to become sustainable and viable with respect to Heritage Houses, following are the summary of findings and recommendations from the study:

Objective 1

1.   The inventory of HHs is relevant for heritage tourism. Their potential can be explored to develop heritage tourism in Kolkata.

Objective 2

2.   The classification and suggestive themes shall further aid experiential heritage tourism opportunities and development of larger tourism circuits.

Objective 3

3.   Many of the HHs with high tourism potential are in poor condition, reasons being lack of finance, lack of government support and disregard for the stakeholder's needs.

4.   For HHs to become tourist sites, the property and the heritage precinct should be conserved.

5. The government should play an active role in extending incentives to the stakeholders for conservation and stakeholders should be involved in policy formulation.

Objective 4

6. **Adaptive Re-uses** like Accommodations, Galleria and Museums which are compatible with the history and architecture should be enforced to add purpose to the HHs.

7. Immersive experiences in the form of **Heritage Walks and Festivals** should be encouraged.

8. To maintain the heritage character of Kolkata and uplift its **visual appeal** the government should improve the infrastructure by providing adequate public lavatories, removing unregulated parking near HHs and ensuring cleanliness.

9. A regulated **heritage fund** should be created and lessons from conservation projects run successfully both at national and international can utilised to finance it. Like, Ahmedabad Municipal Corporation (AMC) issued AMC bonds to the public to finance conservation of its heritage walled city, HUDCO issued subsidized loans and Serampore set the example of pragmatic funding.

10. **Corporate Social Responsibility and Transfer of Developmental Rights** can be other ways to remedy the issues in maintaining the heritage character of the city. An example of benefit from TDR is explained in **Annexure IV.**

11. Incentives should be provided after creation of **heritage zones** that shall have clear guidelines, rules and penalties to avoid incompatible changes and usage.

12. There needs to be **changes in the tenancy laws** to prevent HHs from further dilapidation, since tenants rarely care for their spaces and usually keep employing incompatible changes.

13. A model incorporating the financial recommendations that shows HHs as an investment opportunity with a scope to generate revenue and thus progressing the study as developed by Peacock (1995).

6.5   Scope for Future Research

The thesis identifies the significance of the Historic Houses in retaining the heritage fabric of the city of Kolkata, West Bengal. Residential heritage among the other categories of heritage is an endangered component, vastly exposed to the pressures of urbanisation. The study throws light on the predicament of these HHs and provides insights and recommendations on the ways in which tourism can alleviate the situation to make them sustainable. Future studies can focus on the rich heritage of Bengal which maybe even undivided Bengal, extending to historic houses beyond the list. Other vulnerable heritage elements may be identified and means to conserve the heritage urban landscape and the true character of heritage Bengal be devised.

Declaration by Student

ST. XAVIER'S COLLEGE (AUTONOMOUS) KOLKATA

PLAGIARISM CERTIFICATE

DECLARATION BY CANDIDATE

I, Puja Bhowmik (Ph.D Registration No. Ph.D/16/COM/04) hereby declare that I am the sole author of the thesis entitled "*A study of the viability and sustainability of Heritage Tourism with respect to Historic Residential Houses in Kolkata*" and that neither any part of the thesis nor the whole of the thesis has been submitted to any University or Institution for obtaining any degree / diploma / academic award.

I declare, to the best of my knowledge that my thesis work is free of any kind of plagiarism and does not breach upon anyone's ideas, techniques, copyright or quotations. The materials from the work of other people which has been included in my study have been acknowledged according to the standard reference practices.

I declare that this is the ORIGINAL thesis.

I shall be solely responsible for any dispute or plagiarism issue arising out of the doctoral thesis.

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Signature of the Supervisor   :

Name of the Ph.D Coordinator   :   Dr. Samrat Roy

Signature of Ph.D Coordinator (With Seal):

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[1] **Plagiarism Report (see Annexure V).**

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Annexures

ANNEXURES

Annexure I - Questionnaire

Historic Houses of Kolkata for Heritage Tourism

Hello! I am Puja Bhowmik, Assistant Professor and Research Scholar at St. Xavier's College, Kolkata.

I am conducting a survey on recognizing the validity of Historic Houses in Kolkata for Heritage Tourism.

The responses collected will be strictly utilized for academic purposes only.

Thank you for your time and cooperation!

* Required

1. Name *

    _____

2. Years of Experience in Conservation related activities (on field or academics) *

    _____

3. Organisation *

    _____

4. In your career have you had the opportunity to work on projects (academic/on field) in Kolkata Metropolitan Area?*
    Mark only one oval.

    Yes ⬭   No ⬭

5. Do you consider historic houses to be more susceptible to demolition? *

    Mark only one oval.

	1	2	3	4	5	
Strongly Agree	⬭	⬭	⬭	⬭	⬭	Strongly Disagree

6. Are Historic Houses important in promoting tourism in Kolkata? *

    Mark only one oval.

	1	2	3	4	5	
Strongly Agree	◯	◯	◯	◯	◯	Strongly Disagree

7. Are local historic houses important for the heritage character of the city? *

    Mark only one oval.

	1	2	3	4	5	
Strongly Agree	◯	◯	◯	◯	◯	Strongly Disagree

8. Which type of historic house in Kolkata, will tourists engage in visiting the most? *

    Mark only one oval.

	1	2	3	4	5
Strongly Agree	◯	◯	◯	◯	◯

    Strongly Disagree

Rajbari (Eg Marble Palace)					
Historical event (Eg: Netaji Bhawan)					
Thakurbari (Eg: Chatubabu Latu Babus)					

9. If there are any other classifications of historic houses, please identify and record here.

    _____

10. Which of the following items can promote tourism around historic houses? *
    Mark only one oval.

	1	2	3	4	5
Strongly Agree	◯	◯	◯	◯	◯

    Strongly Disagree

Cleanliness (dumping of garbage)					
Conveyance and allied (special vehicles, parking					
Information and Interpretation Centers					
Adequacy of Guides					
Visual appeal (enabling better cityscape)					

11. Which method of adaptive reuse of Heritage Houses shall promote tourism? *
      Mark only one oval.

	1	2	3	4	5	
Strongly Agree	◯	◯	◯	◯	◯	Strongly Disagree

Accommodation (Rajbari Bawali etc)					
Cafe's and alike (Corner Courtyard)					
Fashion Houses					
Events Galleries (Galleria 1910 etc)					
Museums					

12. Which way shall historic houses become more engaging? *
      Mark only one oval.

	1	2	3	4	5	
Strongly Agree	◯	◯	◯	◯	◯	Strongly Disagree

Heritage Walks					
Festivals					
Exhibitions					
Theatre/Shows					

13. If there are any other answers please type here

	1	2	3	4	5	

Strongly Agree ⬭ ⬭ ⬭ ⬭ ⬭ Strongly Disagree

	1	2	3	4	5
Lack of Regular Maintenance					
Mismatch of Current Income with Expenses					
Unavailability of material and labour					
Lack of Consensus among stakeholders					
Legal Disputes					

15. Which of the following elements escalates conservation costs for historic houses? *
    Mark only one oval.

	1	2	3	4	5	

Strongly Agree ⬭ ⬭ ⬭ ⬭ ⬭ Strongly Disagree

	1	2	3	4	5
Genuine material Costs					
Craftsmen/skilled labour force Cost					
Tenancy Relocation Costs					
Costs of Retrofitting					
Time delays					
Hidden Physical Contingencies					

16. Is the government active regarding the following services w.r.t. Historic Houses of Kolkata? *

    Mark only one oval.

	1	2	3	4	5	

Strongly Agree ⬭ ⬭ ⬭ ⬭ ⬭ Strongly Disagree

	1	2	3	4	5
Constituting a Heritage Fund					

Providing technical assistance					
Enforcing rules and imposing penalty					
Announcing incentives for conservation					

17. If there are any further suggestions, please include here.

_____

18. Rank the following agencies according to their support in financing conservation of   *
heritage houses in the city?

      Mark only one oval.

	1	2	3	4	5
Strongly Support	◯	◯	◯	◯	◯ Strong Resistance

International Government					
Central Government (including Ministries)					
State Government/Local Authority					
Private and Corporate					
NGOs					
Stakeholders themselves					

19. What type of revenue generating mechanism will be sustainable and beneficial? *
      Mark only one oval.

	1	2	3	4	5
Strongly Agree	◯	◯	◯	◯	◯ Strongly Disagree

Entrance Fees					
Revenue from Events					
Rental Income Lease Contracts					

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Sale of Merchandize -- Cafes/Shops etc					
Donations Videography fees					

20. Have incentive mechanisms been explored in conservation of historic houses in the city? *
    Mark only one oval.

	1	2	3	4	5	
Strongly Agree	◯	◯	◯	◯	◯	Strongly Disagree

21. In your experience, which of the following methods shall alleviate the state of historic   *
    houses in Kolkata?

    Mark only one oval.

	1	2	3	4	5	
Strongly Agree	◯	◯	◯	◯	◯	Strongly Disagree

Transfer of Development Rights (TDR)					
Heritage Bonds (like Ahmedabad)					
Corporate Social Responsibility (CSR)					
Subsidized Banking Loans					

22. If there are other ways that require listing in the survey, please record here.

23. Should the onus of restoring and maintaining the heritage houses be shared by the   *
    Government with the Stakeholders?

    Mark only one oval.

	1	2	3	4	5	
Strongly Agree	◯	◯	◯	◯	◯	Strongly Disagree

Historic Houses of Kolkata for Heritage Tourism

24. Choose at which stage this onus should be shared by the Government. *
    Mark only one oval.

	1	2	3	4	5

Strongly Agree _____ Strongly Disagree

Post Acquisition by Government					
Post Enlisting under the KMC ACT 1980					
Other Voluntary Approaches					

25. Government Incentives to which party shall alleviate the situation? *

    Mark only one oval.

	1	2	3	4	5

Strongly Agree _____ Strongly Disagree

Incentives to Promoters					
Incentives to Stakeholders					

26. In your career horizon if you have experienced any issues/ problems that would help in providing deeper insight into the topic, please record you response here.

Annexure II - List of Historic Houses with their Present Usage

Grade I – Historic Houses

Historic Houses	Criteria	Present Usage
Kumar Manmatha Ganguli	Building Associated With Eminent Persons	Residence
Pashupati Bose	Building Associated With Eminent	Neotia/ Dilapidated
Sister Nivedita	Building Associated With Eminent	Museum
Balaram Basu	Building Associated With Eminent	Balaram Mandir
Bhupendra Nath Bose	Building Associated With Eminent	Residence
Upendranath Brahmachari	Building Associated With Eminent	Big Bazar - Delisted
Kashiprasad Ghosh	Building Associated With Eminent	Marriage hall
Satyendranath Bose	Building Associated With Eminent	Residence
Residence And Thakurbari Of Ramdulal Sarkar	Building Associated With Eminent	Thakurbari
Gobor Goho	Building Associated With Eminent	Gymnesium
Jorasanko Thakurbari, Now	Building Associated With Eminent	Museum
Swami Vivekananda	Building Associated With Eminent	Museum
Raja Rammohan Roy, Now		Museum
Raja Ram Mohan Roy	Building Associated With Eminent	Police Museum
Rama Prosad Roy (First Indian Justice Of Calcutta High Court	Building Associated With Eminent	Museum
Rajendralal Mitra's House	Building Associated With Eminent	residence
Hemendramohan Bose Kartik	Building Associated With Eminent	residence
Iswarchandra Vidyasagar	Building Associated With	PWD previously college

Historic Houses	Criteria	Present Usage
	Eminent	
Jagadish Chandra Bose	Building Associated With Eminent	Museum
Satyacharan Law	Building Associated With Eminent	Museum
Narendranath Laha	Building Associated With Eminent	residence
Raja Kristo Dass Law,	Building Associated With Eminent	Residence
Subodhchandra Mullick	Building Associated With Eminent	Dilapidated/CU
Rani Rasmoni	Building Associated With Eminent	Residence
Haridas Siddhantabagish	Building Associated With Eminent	residence
Hassan Shahid Suhrawardy	Building Associated With Eminent	Bangladesh Dy High Commission
House Gooptu Family	Building Associated With Eminent	Mixed use
Rajendranath Mukherjee	Building Associated With Eminent	Arcadia/Café
Netaji Subhas Chandra Bose	Building Associated With Eminent	Museum
Hastings House	Building Associated With Eminent	Institute of Education for Women
Rashbehari Ghosh	Architectural Style	Residence
Dhurjoti Bhawan	Architectural Style	Shooting
House Of Basak Family	Architectural Style	Mixed Usage
Putul Bari (House Of Saha)	Architectural Style	Dilapidated
House Of Raja Rajkrishna Deb	Architectural Style	Partially destroyed
House Of H. M. Bose	Architectural Style	residence
House Of Dutta Family	Architectural Style	residence
House Of Butto Kristo Paul.	Architectural Style	Partitioned/ Residence
House Of Late Maharaja		residence

Historic Houses	Criteria	Present Usage
Sukhamay Ray (Posta Rajbari)		
House Of Khelat Ghosh	Architectural Style	residence
House Of G.C. Mondal	Architectural Style	Residence and school for children
House Of Law Family	Architectural Style	residence
Badan Roy's House Including Cast Iron Figures	Architectural Style	residence
Archbishop's House	Architectural Style	Religious and residence
Bishop's House	Architectural Style	Residence and office of Bishop
Thapar House	Architectural Style	Karam Chand Thapar Guesthouse
Tripura House	Architectural Style	Precinct g+12 High-rise Residence
Mittir Bari	Architectural Style	residence
Sovabazar Raj Bari Including	Architectural Style	residence
House Of Mukherjee Family	Architectural Style	residence
House Of Kundu Family	Architectural Style	residence
Marble Palace	Architectural Style	residence
Trailokya Kutir	Architectural Style	Shri Gandhi Vidalaya
House Of Debendra Narayan	Architectural Style	residence
Park Palace	Architectural Style	Mixed Usage
Siddiq Mansion	Architectural Style	Mixed Usage
Aurobindo Bhaban	Architectural Style	Museum
District Magistrate's Residence	Related to Establishment	Residence

Grade II A & II B – Historic Houses

Historic Houses	Criteria	Present Usage
Umacharan Set	Building Associated With Eminent	Residence
Nagendranath Bose	Building Associated With Eminent	Residence
Harinath Dey	Building Associated With Eminent	Demolished
Gurudas Banerjee	Building Associated With Eminent	Museum
Manindra Chandra Nandi,	Building Associated With Eminent	Residence
Nirmalchunder Chandra	Building Associated With Eminent	Residence of Pratap Chunder
Dr. Bidhan Chandra Roy	Building Associated With Eminent	Dr BC Roy polyclinic – previously Aghorkamini Devi nursing home
Lalchand Boral	Building Associated With Eminent	Residence
S. N. Banerjee	Building Associated With Eminent	Residence
H. L. V. Derozio	Building Associated With Eminent	Ritwik Hospital
Abdul Halim Ghaznavi	Building Associated With Eminent	Residence
Maulana Abul Kalam Azad	Building Associated With Eminent	Institute of Asian Studies
Sarat Chandra Bose	Building Associated With Eminent	Residence
Naliniranjan Sarkar	Building Associated With Eminent	Ranjini – Foreigners Registration Office
Dr. Naliniranjan Sengupta	Building Associated With Eminent	Residence and office

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Historic Houses	Criteria	Present Usage
Ashutosh Mukherjee	Building Associated With Eminent	Institute
Rangalal Bandyopadhyay	Building Associated With Eminent	Residence
Hemchandra Bandyopadhyay	Building Associated With Eminent	Residence
Michael Madhusudan Dutta	Building Associated With Eminent	Delisted
Saratchandra	Building Associated With Eminent	Library
Pankaj Kumar Mullick	Building Associated With Eminent	Residence
Hyderi Manzil	Building Connected With Freedom	Gandhi Bhavan
Belgachia Villa	Site & House With Theatrical Heritage	Dilapidated - residence
Madhusudan Sanyals' House.	Site & House With Theatrical Heritage	Ghoriwala Mullick Bari, Residence
Janardan Saha's House	Site & House With Theatrical Heritage	Residence -Durga Bari
Deb Houses, Ancient House	Architectural Style	Residence
An Example Of Mitra Houses	Architectural Style	Darjee Para Mitra Bari - residence
Palace House Of Tagores	Architectural Style	Residence
House Of Jadulal Mullick	Architectural Style	Residence
Leslie House	Architectural Style	Mixed Usage
House Of Dr. Suresh Sarkar	Architectural Style	Residence
Kumudini Bhavan	Architectural Style	Hospital
Motilal Radhakissen Bagla	Architectural Style	Residence, Mixed usage, Ram Bhavan

Historic Houses	Criteria	Present Usage
Seth Ramkumar Bangur's Dharamshala	Architectural Style	Dharamshala
Jorasanko Rajbati	Architectural Style	Museum, Institute
Bali Bari 100 Years Old	Architectural Style	Residence
Yotiraj Bhavan	Architectural Style	Mixed Usage
Karnani Mansion	Architectural Style	Mixed Usage
Stephen Court	Architectural Style	Mixed Usage
Dumraon House	Architectural Style	Mixed Usage
Santi Kutir	Architectural Style	Mixed Usage, residential & commercial, owner & tenant
Bishop's Former Residence	Architectural Style	Residence
Paul Mansion	Architectural Style	Mixed Usage
Calcutta Mansion	Architectural Style	Mixed Usage
Park Mansion	Related To Establishment	Mixed Usage
Rajendranath Mukherjee.	Building associated with eminent	Arcade and Gallery
Anushilan Samiti	Building Connected With Freedom	Residence

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Annexure III - List of Heritage Houses with Scores for Tourism Potential

Grade	Historic Houses	Historical Value	Aesthetic Value	Representation of Local Community	Social/ national Significance	Possibility to offer interesting experiences	Likelihood of the experience being authentic	Possibility of weaving the site into a 'good story'	Possibility of participatory engagement	State of tourism activity in the locality	Proximity to other tourist destinations	Proximity to recreational areas	Sufficiency of information regarding the site	Total
		5	5	5	5	5	5	5	5	5	5	5	5	**60**
I	AUROBINDO BHABAN	5	5	5	5	5	5	5	5	5	5	5	5	60
I	JORASANKO THAKURBARI	5	5	5	4	5	5	5	5	5	5	5	5	59
I	MARBLE PALACE	5	5	5	5	5	5	5	5	5	5	5	5	60
I	SWAMI VIVEKANANDA ANCESTRAL HOME	5	5	5	5	5	5	5	5	5	5	5	5	60
I	NETAJI SUBHAS CHANDRA BOSE	5	5	5	5	5	5	5	5	5	4	5	5	59
I	DHURJOTI DHAM	4	5	5	5	5	5	4	5	5	3	5	5	56
I	HOUSE OF RAMA PROSAD ROY	5	4	4	5	5	5	5	3	5	5	5	5	56

Grade	Historic Houses	Historical Value	Aesthetic Value	Representation of Local Community	Social/ national Significance	Possibility to offer interesting experiences	Likelihood of the experience being authentic	Possibility of weaving the site into a 'good story'	Possibility of participatory engagement	State of tourism activity in the locality	Proximity to other tourist destinations	Proximity to recreational areas	Sufficiency of information regarding the site	Total
I	HOUSE OF RANI RASMONI	5	4	4	5	5	5	5	3	5	5	5	5	56
I	HOUSE OF RAJA RAMMOHAN ROY	5	3	5	5	4	3	5	5	5	5	5	5	55
I	HOUSE OF SISTER NIVEDITA	5	5	5	5	3	5	5	2	5	5	5	5	55
I	SOVABAZAR RAJ BARI	5	4	4	5	5	5	5	2	4	5	5	5	54
I	THANTHANIA RAJBATI	5	5	5	4	5	4	5	3	2	5	5	5	53
I	BASUBATI	5	5	5	5	3	4	5	2	3	5	5	5	52
I	HOUSE OF JAGADISH CHANDRA BOSE	5	5	5	5	4	4	4	3	4	3	5	5	52
IIA	TAGORE CASTLE	4	4	5	5	5	5	3	3	5	5	3	5	52
I	RAMDULAL NIBAS	4	4	3	5	4	5	5	4	4	4	4	5	51

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Grade	Historic Houses	Historical Value	Aesthetic Value	Representation of Local Community	Social/ national Significance	Possibility to offer interesting experiences	Likelihood of the experience being authentic	Possibility of weaving the site into a 'good story'	Possibility of participatory engagement	State of tourism activity in the locality	Proximity to other tourist destinations	Proximity to recreational areas	Sufficiency of information regarding the site	Total
I	HOUSE OF ISWARCHANDRA VIDYASAGAR	5	5	5	5	4	5	5	2	3	3	4	5	51
I	HOUSE OF BADAN ROY	4	4	5	4	5	5	5	5	3	4	3	3	50
I	PUTUL BARI	5	4	4	4	5	3	5	4	5	4	3	4	50
IIA	BELGACHIA VILLA	5	5	4	4	4	5	4	5	4	4	4	2	50
IIB	ANUSHILAN SAMITI	4	5	5	5	4	4	5	5	3	3	3	4	50
IIA	HYDERI MANZIL - MAHATMA	5	4	4	5	5	5	4	5	2	2	3	5	49
I	HOUSE OF LATE MAHARAJA SUKHAMAY ROY	3	4	4	3	4	5	3	3	5	5	5	3	47
I	HOUSE OF KHELAT GHOSH	3	5	4	4	3	5	3	2	5	5	5	3	47

| Grade	Historic Houses	Historical Value	Aesthetic Value	Representation of Local Community	Social/ national Significance	Possibility to offer interesting experiences	Likelihood of the experience being authentic	Possibility of weaving the site into a 'good story'	Possibility of participatory engagement	State of tourism activity in the locality	Proximity to other tourist destinations	Proximity to recreational areas	Sufficiency of information regarding the site	Total
I	HASTINGS HOUSE	4	4	3	3	4	4	4	3	4	3	5	5	46
I	HOUSE OF BUTTO KRISTO PAUL.	4	4	3	4	3	3	4	4	2	4	5	4	44
I	LOHIA MATRI SEVA SADAN	4	5	4	3	5	5	2	3	4	4	5	2	42
IIB	HOUSE OF RAJENDRANATH MUKHERJEE	3	4	3	2	4	3	2	3	2	5	5	5	41
IIA	JORASANKO RAJBATI	4	4	5	4	3	4	4	3	3	4	4	2	40
I	HOUSE OF SUBODHCHANDRA MULLICK	3	3	5	4	4	3	3	3	3	3	2	2	38
I	HASSAN SHAHID SUHRAWARDY	5	5	3	2	4	4	3	2	2	1	4	3	38
I	THAKURBARI OF BASUMULLICK	3	3	3	4	3	3	3	3	4	2	3	3	37

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Grade	Historic Houses	Historical Value	Aesthetic Value	Representation of Local Community	Social/ national Significance	Possibility to offer interesting experiences	Likelihood of the experience being authentic	Possibility of weaving the site into a 'good story'	Possibility of participatory engagement	State of tourism activity in the locality	Proximity to other tourist destinations	Proximity to recreational areas	Sufficiency of information regarding the site	Total
I	ARCHBISHOP'S HOUSE	5	2	3	2	3	3	2	3	2	2	2	1	30
IIA	HOUSE OF ASHUTOSH MUKHERJEE	3	2	4	4	3	3	2	3	2	2	1	1	30
I	THAKURBARI OF BANKUBIHARI	2	3	3	2	3	4	2	3	2	2	2	1	29
I	THAKURBARI OF SARBARANJAN	3	3	3	2	3	3	2	3	2	2	2	1	29
I	THAKURBARI OF GOKUL MITRA	2	2	3	2	3	3	3	3	2	2	3	1	29
I	HOUSE OF DUTTA FAMILY	4	2	3	2	3	3	2	3	2	2	2	1	29
I	HOUSE OF KUNDU FAMILY	3	3	3	2	3	3	2	3	2	2	2	1	29
I	(HEM KUTIR) OF DAW FAMILY	2	3	3	2	3	3	2	3	2	2	2	2	29

Grade	Historic Houses	Historical Value	Aesthetic Value	Representation of Local Community	Social/ national Significance	Possibility to offer interesting experiences	Likelihood of the experience being authentic	Possibility of weaving the site into a 'good story'	Possibility of participatory engagement	State of tourism activity in the locality	Proximity to other tourist destinations	Proximity to recreational areas	Sufficiency of information regarding the site	Total
I	THAKURBARI OF BAMANDAS	3	3	3	2	3	3	2	3	2	2	2	1	29
I	THAKURBARI OF MANGALCHANDI	2	2	3	2	3	3	3	3	2	2	3	1	29
I	THAKURBARI OF CHUNIMANI DASI	2	3	3	2	3	3	2	3	2	2	2	1	28
I	BHAR'S THAKURBARI	3	2	3	2	3	3	2	3	2	2	2	1	28
I	THAKURBARI OF BRAJAKISHORE	3	2	3	2	3	3	2	3	2	2	2	1	28
I	THAKURBARI OF BIHARILAL MITRA	2	2	3	2	3	3	2	3	2	2	2	1	27
I	THAKURBARI OF RAMKANAI	3	2	3	2	3	3	2	3	2	2	1	1	27

Grade	Historic Houses	Historical Value	Aesthetic Value	Representation of Local Community	Social/ national Significance	Possibility to offer interesting experiences	Likelihood of the experience being authentic	Possibility of weaving the site into a 'good story'	Possibility of participatory engagement	State of tourism activity in the locality	Proximity to other tourist destinations	Proximity to recreational areas	Sufficiency of information regarding the site	Total
IIA	HOUSE OF DEB	3	2	3	2	3	3	2	3	2	2	1	1	27
IIA	HOUSE OF JADULAL MULLICK	2	4	2	2	2	3	1	3	2	2	2	1	26
I	HOUSE OF BHUPENDRA NATH BOSE	2	2	1	1	3	1	2	2	1	1	2	2	20

Annexure IV – TDR Calculation – An Example

Anushilan Samiti

Basis	Values
Plot Area	637.525 sq.m.
FAR	3 [regulated by KMC]
Total Area Available	[637.525 x 3] = 1912.5 sqm
Utilized Area	1394 sqm
Un-utilized Area	[1912.5-1394] = 618 sqm or 6649.68 sqft
Circle rate	Rs 7500 per sqft
Revenue from TDR	**5954 x 6649.68= Rs 3,95,92,194.72**
Restoration Cost (estimated)	Maximum Rs 40,00,000
Heritage Zone Incentive	Extra 40% of FAR

EX.GROUND FLOOR PLAN
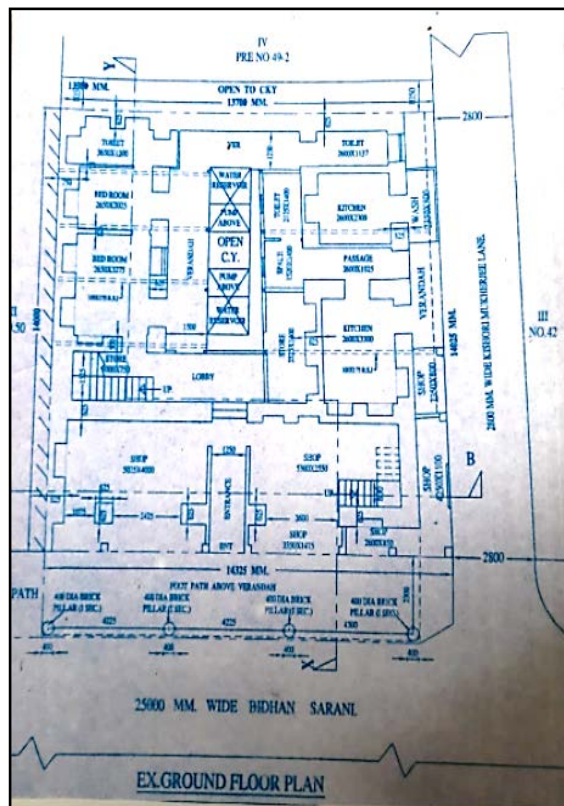
A possible benefit of Rs 3, 95,92,194.72 may accrue to Anushilan Samiti from the implementation of TDR and an additional say 40% may be extended if heritage zones are declared. A ground plan of the property is provided for understanding.

Annexure V – Plagiarism Report