

Scope of 'Heritage Walk' As a Tourism Product in Goa

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Abstract: *Goa is India's smallest state by its geographical area and the fourth smallest by population. Tourism is its primary industry and Goa is famous for beach Tourism. Goa's past as a Portuguese colony has lent it a unique architectural style and ethos. There are many impressive heritage monuments and structures in Goa. Since the Portuguese ruled Goa for centuries, many churches, Temples, houses, forts and other structures bear a striking element of the Portuguese style of architecture. These heritage sites can provide endless source of material for heritage tourism. This study identifies important heritage sites in Goa and various "Heritage Walks" offered in Goa for tourists by Goa Tourism Development Corporation and private tour operators. The main purpose of this study is to examine the scope of "Heritage Walk" as a tourism product in Goa.*

Keywords: Heritage Monuments, Architecture, Heritage Sites, Heritage Walks

1. Introduction

With increasing globalization and disposable income, tourism has become one of the largest and fastest growing industries. Tourism is an important source of income for many regions and countries. One of the primary motivations for any region to promote itself as tourism destinations is the expected economic improvement. Economic impact of tourism includes foreign exchange earnings, contribution to Government revenues, employment generation, infrastructure investment and contribution to local economies.

Heritage tourism means travelling to experience the places and activities that authentically represent the stories and people of the past and present. It includes irreplaceable historic, cultural and natural resources. Heritage tourist seeks travel experiences that broadens and deepens his or her understanding of other places. Visiting historic and archaeological sites is a popular tourist activity among tourists. Heritage tourism involves visit to ancient monuments, places of historic and religious importance. The preservation of monuments and historical buildings enables it to be displayed and attract more tourists (Timothy & Boyd 2003). There is no denying fact that heritage tourism trends to attract high yield tourists. Heritage tourists often spend a lot more money in general than other tourists also.

Heritage Walk is an activity of exploring of the heritage site by walking with the help of tour guide or person who have knowledge about that heritage site. During Heritage Walk selected heritage sites are visited and trained guide provide the participant/tourist with stories and explain the heritage value of the site in relation to the architecture, history and culture. Heritage Walk is a tool to explore the unexplored and neglected richness of a country (Ranawat & Rathore, 2019). Heritage Walk are generating revenue and helps to upkeep lesser-known structures, while keeping them alive for future generations. Heritage Walks create awareness among citizen about the key historic buildings in their area. One of the important objectives of heritage walk is encouraging local communities to conserve and preserve

their own heritage and inculcate a sense of pride and appreciation among them. The purposes of cultural heritage trails include preservation of heritage, fostering economic development, enhancing destination image and achieving political aims (Timothy & Boyd 2015).

Heritage Walks makes us to look back and remind us of our rich culture and history, provoking us to think of existence of every historical structure and place. Heritage Walks helps us in bringing focus of authorities towards degrading conditions of heritage places, promoting their care and restoration. In order to conserve local culture and characteristics, the understanding of harmonious relationship between old and new is very important. The demolition of old structures and their replacement with new ones, result in failure of safeguarding local cultural essence of certain area (said et.al, 2013). Heritage Walk is most trending product of tourism and it helps to generate revenue. Heritage Walk site attract tourist to that place, which helps local people by providing them small jobs, like tour guides, small hotels, eateries, taxi service etc.

Each year millions of tourists visit Indian heritage attractions. In India heritage tourism is reflected through various attractions that includes religious places, forts, palaces, Rajwadas, caves and other historical structures. To explore these sites, one of the best options is heritage walk. Some of the popular heritage walks in India includes Kala Ghoda Walk, Mumbai, Jaipur heritage walk, Udaipur Old City Walk, Pune Heritage Walk, Hyderabad Heritage Walk, Pondicherry Heritage Walk, Lucknow Heritage Walk, Calcutta Heritage Walk and so on.

Goa is a small state situated on the West Coast of India, between the borders of Maharashtra and Karnataka and better known to the world as former Portuguese colony. Goa is one of the best and favourite tourist destinations in India not only because of beaches, but also for happening night life, delectable sea food, thrilling water activities and world heritage architecture. Goa's past as a Portuguese colony has lent it a unique architectural style and ethos. Since Portuguese ruled Goa for centuries, many religious places,

houses and other monuments bear a striking element of the Portuguese style of architecture. Some impressive heritage sites in Goa includes Fort Aguada, St. Augustine Tower, Se Cathedral Church Old Goa, Shree Mangueshi Temple, Mahadev Temple-TambdiSurla, Safa Masjid, Basilica of Bom Jesus, Chapora Fort and Museum of Christian art. One need to take the step into the world of Goa's history with heritage walks. Through heritage walk visitors can see, touch and surround themselves with Goan history.

2. Literature Review

Existing Literature is always a guiding light for any future research. Heritage walks can generate revenue and upkeep of lesser-known structures, while keeping history alive for future generation. (Ranawat& Rathore, 2019) Heritage walk is an innovative approach towards the preservation of cultural assets and it helps to make people aware about the importance of preserving the rich culture (Nazki& Khan, 2018). (Saiyed et al, 2016) states various aspects of heritage walk, which includes architecture, craft, food and other elements of living and non-living heritage. The purpose of creating heritage walk impel preservation of tangible and intangible heritage, educate people about history and creating awareness and interest in conservation of projects.

Role of various Tourism stakeholders is important for the success of heritage walks. (Saiyed et. Al, 2016) in their study find out impact of heritage walk on various stakeholders and it mentions that there is need to relook at various stakeholders' responsibilities under social and economic heads. (Shah, 2021) in his paper identified role of local people and importance of Government agencies and other stakeholders to develop heritagewalk in Bharuch city. (Cantillon, 2019) in her study identified seven different heritage walks promoted by various stakeholders on Gold Coast, Australia. (Ranawat&Rathore, 2019) in their paper mentions that there should be equal participation of Government, local people and other stakeholders then only heritage walk will get success.

2.1 Identification of Research problem

From above Literature review it is understood that no specific research study has been undertaken in the area of heritage walk in Goa. In this regard, the study on Scope of 'heritage walk' as a tourism product in Goa is pioneer in nature.

2.2 Objectives of the study

The main objective of the study is to examine the scope of "Heritage Walk" as a tourism product in Goa. However, the specific objectives are:

- 1) To study the various "Heritage Walks" offered for tourists in Goa.
- 2) To identify important heritage destinations in Goa.
- 3) To examine the scope of "Heritage Walks" in Goa.

2.3 Research Methodology

This study is exploratory in nature. This research paper is based on secondary data. Data for this study is collected

from various national and international articles published in research journals. Secondly data also collected from websites of GTDC and private tour operators of Goa.

2.4 Heritage Walk as a Tourism Product

Heritage walk is a tool to explore the unexplored richness of a place. It is organized group activity to visit heritage places. Heritage walk is an activity of exploring the heritage sites by walking with the help of tour guide or a person who has knowledge about that heritage site. It is paid activity where tourist has to pay to tour guide for his service. Heritage walks create awareness among citizens about the key historic place in their area.

One of the important objectives of heritage walk is to make people aware about importance of preserving the rich heritage and culture. It plays a significant role in sustaining local communities and eventually paves the way for entrepreneurial opportunities for the local. It also helps in bringing focus of authorities towards maintenance of heritage places, promoting their care and restoration. Heritage walk is most trending tourism product all over the world. It often doesn't get as much popularity as large tourists' attractions.

3. Heritage Walks in Goa

The coastal state of Goa has a vast and deep history which is visible in everything from the people, houses, food and places of warships. Heritage walks have become increasingly popular in past few years. Heritage walks are offered by Goa Tourism Development Corporation (GTDC), Tour operators and travel agents in Goa. Some of the popular heritage walks are mentioned below.

The Fountain has Heritage Walk

- 1) The Fountain has Walk is one of the most popular walks in Goa. This heritage walk is an immersive walking tour in Panaji, narrating its past. The Fountain has is one of the oldest Latin Quarter of Asia located at the foot of the hills with springs surround Fountain has on the west side, which gives its name from Portuguese for "Little Fountain". The houses with Portuguese architecture in Fountain has are dressed in yellow, green, white and blue. During the walk tourists get access to heritage homes, appreciate Portuguese architecture and experience the cultural side of Goa. What makes Goa distinctive from the rest of India is that Portuguese cultural has seeped in deep and become integral part of this small state to enjoy Goan culture in a matter of hours, there is no better place than to walk around the Fountain has area of Panaji. This is small and walk friendly area where tourist can go through residential areas, guest houses, hotels, restaurants, cafes, boutiques and art galleries, tour operators charge Rs.1,000/- for this two-hour heritage walk.

- 2) **Cultural Heritage Walk, Margao**

Margao is cultural capital of Goa. The Margao city preserves its rich history and cultural to this date and has lot of Landmarks to explore tourist, can visit places like Holy Spirit Church, Saat Bhurza Ghor, Chapel of

Sacred Heart of Mary, Our Lady of Grace Church, Latin Quarters, Abe De Faria Road and Damodar Sal.

3) Old Goa Heritage Walk

Old Goa heritage walk is a walking tour through the remains of Goa's former capital city providing the historical link from Pre-Portuguese time to the present day where Old Goa is a World Heritage Site, housing some of the best churches. In Old Goa Heritage walk tourists can explore some of the most historically significant buildings. In this walk tourists get to experience the Viceroy arch built by great grandson of Vasco DaGama, The Basilica of Bom Jesus, St. Catherine's Chapel, Church of St. Francis of Assisi, Se Cathedral, St Augustine Tower and Rosary Church.

The Basilica of Bom Jesus a UNESCO World Heritage Site is one of the finest examples of baroque architecture in India. It holds the mortal remains of St. Francis Xavier. St. Catherine Chapel is also UNSECO World Heritage Site. It was built by Alfonso De Albuquerque in 1510. St. Francis of Assisi Church was built in 1517. St. Augustine Tower built in 1600. Tourist can visit Se Cathedral and Our lady of Rosary Church.

4) Campal Heritage Walk

Campal is a part of Panaji city and came to be known as Campal named after Campal de Dom Manuel. Campal Heritage area is unique in its nature and characteristics. Campal walking tour will give different experience due to its history and vibrant culture. Tourist can visit heritage and culturally rich places like Institute of Menezes of Braganza, Maquinez Palace Theatre, area near St-Inez Creek, Francis's Luis Gomes Garden and Kala Academy.

In this walking tour, guide will take you to Kala Academy and highlight the work of the world-famous architect Charles Correa. From Kala Academy one can walk through the river through Light house to see the Reis Magos Fort from across the Mandovi. Tourists can enter the streets of Campal and see the architectural aesthetic of some of houses.

5) Raj Bhavan Darshan Heritage Walk

Raj Bhavan Darshan Heritage walk is conducted by Goa Tourism Development Corporation (GTDC). Raj Bhavan-Goa is one of the most beautiful amongst the official residences of the Hon. Governor of States, in India. It is located towards South West of Capital City of Panaji. Some of the important areas that can be covered during Raj Bhavan Darshan are Raj Bhavan Sea view point, Chappel of Nossa Senhora Mac De Dens, Grotto or cave, jetty point, Raj Bhavan Cadillac (Big Luxury car) and Raj Bhavan Museum.

Other prominent Heritage Sites in Goa

1) Fort Aguada

Aguada Fort & Light House is well preserved heritage site of Goa, located on Sinquerim beach. This old Portuguese Fort is located at the Shore of Mandovi

River, overlooking the Arabian sea. The fort was constructed in 1612 to guard against Dutch and Marathas.

2) St. Augustine Tower, Old Goa

This church was constructed in 1602, by Augustinian Friars who had arrived in Goa in 1587. You can see the ruins of eight chapels, four altars and extensive Convent with numerous cells.

3) Se Cathedral Church, Old Goa

One of the most ancient and celebrated religious buildings of Goa. This magnificent 16th century monument to the roman catholic rule in Goa under the Portuguese, is the largest church in Asia.

4) Our Lady of Immaculate Conception Church

This Church is located in Panaji City. This church is more than four-hundred-year-old. It attracts large number of Indian as well as foreign tourists.

5) Shree Mangueshi Temple

This beautiful temple of Mangesh is situated in Ponda Taluka. It is dedicated to Lord Shiva. This 450 years old Temple is elegant structure and also has magnificent water tank.

6) Mahadev Temple, TambdiSurla

The most ancient temple in the whole of Goa is located at a place called TambdiSurla. It is the only surviving structure of the Kadamba Yadava Dynasty in Goa. This temple is a 12th century Shaivite temple dedicated to Lord Shiva

7) Safa Masjid

Safa Masjid is Shahour Masjid in Ponda Taluka, was built in 1560 by Ibrahim Adilshah of Bijapur. The massive water tank within the mosque premises is another attraction.

8) Basilica of Bom Jesus

The Basilica of Bom Jesus is located at Old Goa. It is World Heritage Site. It attracts many tourists due to its marvelous architecture dating back to 16th century. The Basilica of Bom Jesus has an ornamental coffin of St. Francis Xavier.

9) Reis Magos Fort

The Fort lies on the bank of the Mandovi river opposite to capital city of Panaji. Reis Magos fort was one of the first bastions of the Portuguese rulers against enemy invasion.

10) Chapora Fort

Chapora Fort is located in Bardez Goa, rises high above Chapora river. This fort was built by Adil shah. It is now a popular tourist spot, as it offers view of Chapora river and Vagator beach. This fort sits on a prominent position which commands views in all directions. This three-hundred-year-old fort offers fantastic view of Chapora river, Vagator beach and Arabian Sea.

11) Museum of Christian Art

This museum is located within the premises of convent of Santa Monica, Holly hill, next to the ruins of the St. Augustine Monastery, Old Goa. It exhibits sculpture, furniture, ivory, paintings, metals etc. the Museum houses some of the best specimen of Goa's distinctive and arcuately crafted church art.

12) Big Foot-Ancestral Goa

Big foot is a museum and theme park located at Loutalim Village, South Goa. It is a museum dedicated to rural Goan life. Big foot, Ancestral Goa is a rock village that depicts forgotten trades, crafts and more. The main highlight at Ancestral Goa is a Giant 14-meter sculpture of Sant Mirabai carved by MJ Alvares.

There are many other heritage sites in Goa. These heritage sites include Mac de Deus Church Saligao, Nageshi Temple, Ramnathi Temple, Shantadurga Temple, Kavalem, St Cajeten Church, Old Goa, Arvalem Cave at Sakhali and many more.

4. Recommendations

- 1) Awareness should be created among locals, tour operators and other stakeholders about the importance of heritage sites, heritage tourism and heritage walk.
- 2) Government of Goa should take more initiatives and steps to promote heritage tourism in Goa along with beach tourism.
- 3) There is need to promote heritage walks on social media. Government of Goa, GTDC and other government agencies should promote heritage walks with the help of hotel industry, travel agents and tour operators.
- 4) Govt. should develop /provide special training programmes for heritage guides and further there is need to appoint well trained, experienced and disciplined tourist guides.
- 5) Modernization is taking place all around but it should not happen at the cost of our culture and heritage. Archaeological survey of India (ASI) and State Government should see that heritage sites are protected and preserved.
- 6) The participation and understanding between the local representatives, conservationists, Tourism operators, property owners and policy maker is necessary to protect and promote heritage tourism and heritage walks in Goa.

5. Conclusion

Tourism is a primary industry of Goa. Tourism in Goa generally focused on the coastal area. While Goa reminds us of vacation on a beach, sun bathing, relaxing and trying water sports, but it also holds a lot of historic importance. Goan history is reflected through its heritage site. During heritage walks, selected heritage sites are visited and trained guides provide the tourists with stories and explain heritage value of the monuments in relation to its history, architecture and culture. Goa has all required resources related to heritage walk, which includes history, religious monuments, world heritage sites, forts, Portuguese houses, museums and other heritage structures. Heritage walk have a huge potential to become successful tourism product in Goa. The Government of Goa should try to capitalize the potential of heritage walk as it will ensure a sustainable tourism and development of Goa. Along with beach tourism, the state should also focus its attention to heritage tourism and heritage walks. This will also help in conserving the tangible heritage of the state of Goa.

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