

## **Developing sustainable tourism through inter-related time and space**

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### ***Abstract :***

Every living aspect is interrelated to sustain and develop for survival as long as possible. Those aspects have an influence on each other as then only a civilisation can sustain itself through reasonable dependence. The way every living particle tries to live through have always possessed marks on the known time and space of the universe. It is a matter of fact that history is basically the created story by each and every contribution of known and unknown surroundings of us. The human mind is designed in a particular way to discover things which they can sense, but still to understand the reason why it is there. Tourism can be developed to continue this cycle of understanding the inevitable existence of mankind with its occupied space. When the real-time experience through the participant-observation process adopted in tourism can create shared spaces to go through different thoughts of different survival strategies, it widens the possibility of sustainability and vis versa. The reason behind exploring different dimensions of tourism is to identify the accumulated thought process of different spaces. This can further explain the incidents of the past which can stimulate the activities of the future by making synchronisation of evolvment of different time periods.

**Keywords :** Cultural Phases, Cultural Shift, Experiential Cultural Tourism, Social Space, Sustainable Tourism, Time Period.

### **Introduction :**

As much as the contemporary world is streaming, advanced business-oriented ideas are evolving to equip with the fact that consumers always want more. Industries like travel and tourism are on the race track for almost quite a few decades. Digital progression made this race not only competitive but also began to search for sustainability in humankind. Relevancies to the future state of effective survival for every living species become relatively important. This turns out in developing continuous collaboration with the learning process in every way where knowledge of life process is easily accessible and can fascinate minds at the same time. It definitely gave the required force to rethink the working procedure of tourism and gradually landed in the course of an innovative perspective, identified as 'Sustainable Tourism' (ST).

Appreciation of existence is a useful tool to rebound each mind in the management mechanism of ST. This is viable because of the static reason for sharing emotions at the moment of constructive engaging activities. Creating space to interact, finding primordial attachment on the basis of thoughtful

similarities and producing a base to sustain together, all are included in the developing strategies. The way it can see things that can modify the narrations of a preserving planet as it can revive the objectives and operation to maintain measures for productive living in the past.

## **Background :**

The tourism industry already has been going through a phase of the aftereffect of improving technologies like automation processes with traits of realism for quite a long time now. The UNESCO Convention, 1972 and the ICOMOS Charter, 1999, both advocated for the heritage conservation process, which can “take advantage of scientific and technical advances” by incorporating appropriate technical mechanisms. Attachment to the public sphere by “establishing a meaningful connection” while visiting a heritage site was also emphasised in the events of the ICOMOS Charter, 2008. It also highlighted the fact that creating and maintaining this advancement required to have and can stimulate constant purposeful study and research in the particular field.<sup>1</sup>

The study of ‘Social Space’ (SS) can be relatively important to make the very first move in the progression of building cultural heritage in space. The attributes of SS can locate a ‘system of social, cultural, and economic relations, of common beliefs and values, and of shared representations’. These complex yet relatable features are basically evolvments of blended procedures of ‘cognitive and identitarian’ senses.<sup>2</sup>

In the Asian context particularly for India, building the connection between emotional involvement for culture related to definite space with the observation of balanced economic and geographical consideration can be the primary and inevitable step for ST. Further, it was enhanced by detailed multi-structural processes like research in varying levels of resources and creating a sense of town planning.

Involvement of a wide range of cultural strata can bring up difficulties to draw the identification marker for particularity. This, in a constructive way, can expand the virtue of having the synthesis of different cultural dynamics.<sup>3</sup>

## **Contribution of Sustainable Tourism (ST) :**

Sustainability is primarily connected with events or things which are easily accessible to the mass. People often have the basic outlines of knowledge taken from books or through the process of travelling. Still, connecting the dots between the memory and the present scenario becomes difficult sometimes. This can be processed for many unavoidable reasons, like when a tourist appears at a heritage spot, the person can already be exhausted to reach the spot. A travel guide can solve this problem by delivering the historical perspective of the spot. It can help the travellers to memorise their knowledge if they have any. Still, the experience of visiting such a place can be improved and economically fruitful if the travellers know that a connection of Time Period (TP) can be drawn between other heritage spots of the particular area. If one considers a village from this perspective, the

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area of the proposed connection can be limited and crisp. It can help to develop a notion of how a place has been built up in a particular TP under or in the influence of any community of specific socio-economic standards. Sustaining affordable ways for learning to the less interested people in history can be seamlessly established through this process. The upcoming generation can understand how all these are linked up to register a continuous process of livelihood from the societal perspective.

## **Connecting the dots :**

The post-modern world is evolving frequently with numerous technologies, artificial intelligence and various platforms of social media. It not only can bring the mass audience together in less time, but also it can open up new horizons to think further. It can help us all to understand that archaeology reconstructs on the basis of logical interpretation of available data, be it written or oral. Being a tourist can engage a mind with interest to know more about history-related stories.

Vadnagar in Gujarat has been showing salient features of architectural creativity in its ancient and historical places. ‘Navratna’ was carved in the Hatkeshwar Temple and also on the stone stair near the Amarthol Gate, facing Sharmistha Lake.

The attached fortification area of the stair is getting excavated by the Archaeological Survey of India and it is getting popularity as an ongoing project of the “World’s second largest experiential museum” there.<sup>4</sup> ST can be improvised in this particular zone as a tourist will get the connection between two same types of architectural creations when they will visit Hatkeshwar Temple at first instance and then move to the particular Museum cum excavated site.



Image No. 1: ‘Navratna’ stone carving on a shrine door of Hatkeshwar Temple, Vadnagar



Image No. 2: ‘Navratna’ stone carving on the stone stair near the Amarthol Gate, facing Sharmistha Lake, Vadnagar

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A route plan of proper tour management can be established where the carved 'Navratna' in stone in both of the places will be pointed out specifically. The experiential museum is going to have already an elaborate description of Cultural Phases (CP), like in which CP have what kind of pottery was used. As a unique addition the 'Navratna' also gets the space to be understood in the relevance of a particular TP. Connection of it to the same thought process which was once influenced the artist to carve the same thing in the temple also can be justified with audio-visual explanatory stories in the museum.

## **Reasons to be interlinked :**

### **1. Locally :**

The fact is that a certain cultural period does not just evaporate from the soil of the earth. It is transmitted to a new one with the incorporation of different cultural patterns in the space by the newly occupied or gradually absorbed different patterns by old habitats. A critical understanding of social paradigms is essential to analyse any pattern of over-growing of a Cultural Shift (CS). When a confined place observes such layered shifts over a certain period of time, it produces an interesting platform to experience the defined pattern of that CS. Features in art and architecture as the cultural base can identify the similarities in a pattern like one can connect the features of the Solanki period in Vadnagar by going through idols of Vishnu carved in the Hatkeshwar Temple (as the story of 'Samudra Manthan') and one found on the stone stair near the Amarthol Gate, facing Sharmistha Lake.<sup>5</sup> The Vishnu plaque on the stair can be displaced from local temples over the course of time and for the religious affiliation, it had been kept undisturbed and attached to the stair. This whole idea of making connections can be described as the relevant storytelling process to the tourists with proper guidance to the travel plan of that confined zone. It can serve the purpose of 'Analytical Archaeology', as it can show the audience the correlation between similar fundamental entities of different smaller spaces in the light of the process of cultural continuation of a larger zone.<sup>6</sup>



Image No. 3: Stone carving of the scene of 'Samudra Manthan', with Vishnu in the centre, in the Hatkeshwar Temple, Vadnagar

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Image No. 4: Stone carving of Vishnu on the stone stair near the Amarthol Gate, facing Sharmistha Lake, Vadnagar

## 2. Nationally :

Taking Vadnagar as a prime example here as it is going to have a tourist spot of international range, planners in management of ST can collaborate with archaeologists throughout the nation to find out similar types of discoveries. For instance, Terracotta Animal Figurines (TAF) can be found in Syed Jamaluddin Mosque (West Bengal), Vadnagar (excavated sites), and Chandraketugarh (excavated sites and attached museum). This type of antiquity can be found in different time periods with different stylisations. But the basic reason to make those remains the same like religious motifs, any type of symbolism or toy for children. The mosque, situated in Adi Saptagram, Hooghly District, was built by Syed Jamaluddin in 1529 A.D.<sup>7</sup>, whereas Vadnagar belongs to seven periods starting from Pre 2nd century BCE to 17th/18th-19th century CE which also got TAF from excavation (including Solanki period).<sup>8</sup>

Chandraketugarh(Fort of Chandraketu) belongs between the 4th Century BCE and 12th Century CE, situated near the Bidyadhari River, which is around 35 kilometres northeast of Kolkata, in North 24 Parganas, unearthed several TAF from its excavated mounds.<sup>9</sup>



Image No. 5 : Terracotta Animal Figurines from Syed Jamaluddin Mosque West Bengal

The scenario is larger when human notion tries to build a civilisation as it automatically adopts the essence of livelihood to survive. That notion pursues its surrounding things as its survival strategy like finding water bodies. The relevancy of survival creates a common circle where the earth and its belonging maintain to stay in a static chain. That is the reason similarities can be drawn upon in antiquities and artefacts as it can clearly define the similar notion of the human mind. This can be an interesting part to be discussed with the tourists about how a land can be developed into a civilisation pursuing similar thoughts to create similar artistic approaches towards life in different confined zones of that land. It can create an emphasis on the much-needed approach that one may look more into the united cognition of mind than diversified human individuality. Anthropological elementary analysis can look over this matter which can bring more sustainable perspectives to engage a traveller's mind in understanding sequences and consequences of history.

### **Anthropological perspectives :**

This one involves the holistic approach where the economic, social, cultural and educational arenas of a part are determined and redeveloped through tourism. Promotion of tourism in the area can be synchronised with the footfall which can surely attract the stakeholders to invest more. Government and private sectors belonging to the heritage industry can look out for the matter of promotional events by organising cultural programmes in the heritage sites. They can create brochures and online pages to specify and glorify the interesting aspects and uniqueness of that site. It will undoubtedly attract the mass and also the stakeholders for future investments. As Comer and Willems (2019) said, the "Sustainable Development Dimension" can be used as a tool for long-term tourism planning where stakeholders can participate in the process of planning for creating an attractive tourist spot.<sup>10</sup> The "Cultural Heritage Tourism" through activities can catalyse the experience of local history which in a sense can influence the advertisement of the area. The economy can be well-versed in the notion of overall development in terms of various resources, provided by the locals for conserving the native heritage.<sup>11</sup>

The contribution of 'Public Archaeology' can be a key concept for the sustainable development of a place. It can recognise the cultural values in co-existence, which can be further respected and appreciated. Local people have a long time of association by giving labour to build a structural framework of their heritage. The ST can collaborate appropriately with the heritage protector by conserving it. It will ultimately maintain the overall socio-economic structure of the place as it will share the participatory values with the people who are regulating social responsibilities for the place.<sup>12</sup>

Real-time experiences like how a terracotta pot can be painted by local professionals while moving to go through the recovered painted pottery from excavated sites and preserved in the museum have been going on already in many exhibitions cum workshops, conducted by institutions related to heritage. Sharing ideologies by both organisers and participants like defining the required shape of pottery and its influence on the particular lifestyle can be an added flavour for the tourists. It can many times generate the idea that primary needs are similar which generally led to the process to maintain

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similar types of methodologies in material lives. This understanding is the holistic approach of 'Ethnographic Anthropology' which basically enhances the interest to become a part of research for human history. It can create a drive to the educational sector accordingly through the effort to know heritage elaborately. Incorporating this 'Experiential Cultural Tourism (ECT)' while doing research to establish a heritage spot can be the end game for the ST industry. 'Indigenous Tourism' can make contemporary evolutionary changes with research work in the front of ECT. It is all based on the process of learning, discovering and interacting with indigenous people or communities. The interest to know the native culture can be escalated from small details like comparing the same type of artefacts from two time periods of nearby regions can be compared to pull a discussion of cultural similarities.<sup>13</sup>

In other instances, the location of the Experiential Museum at Vadnagar is situated on the bank of a waterbody (Sharmistha Lake), so the presence of waterbodies and related antiquities like cowrie and shell bangles from this site and also other sites of India can be shared to the audience through new audio-visual technologies like 'Augmented Reality' in the museum. It can create a 'Digital Cultural Heritage' to give a more deep understanding of the mechanism of human lives in the context of using artefacts in daily life.<sup>14</sup> Definitely, the attention spheres of visitors will increase if the realism meets the storytelling approach which in turn can be beneficial by growing interest to protect heritage.

## **Conclusion :**

The tourism industry not only works as an ever-growing business, but also it can have the power to change history by turning the human mind to know more about history by implying historical detailing in any tourist spot. Educational sectors, industrialists, NGOs, government bodies, and everyone can take part in this regard according to their possible arena of work. Knowing the historical background can help people to make more sustainable movements towards lives on Earth. It can be a bigger picture where people take lessons by recognising deadly events and their consequences in history and prepare themselves to fight those by using technology. And experiencing advanced technological interactions in the tourist spot can give a positive review on the usage of those. Involving indigenous scholars in preserving the native cultural essence to studying the human mind and its inquisitiveness so that it can keep a long-lasting impression while experiencing a tourist spot, all these can be regulated in the management procedure of ST. A prompt global dynamic relation by sharing cultural similarities of two different continentals while visiting any foreign site can be a useful strategy for sustaining through environmental and materialistic difficulties of the modern world. Proper activities to build up this bonding can lead to worldwide accepted proposals for making a better future on this planet.

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