

## **The Role of Museum For Developing Cultural Heritage Tourism in Telangana and Andhra Pradesh States in India**

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### **ABSTRACT:**

Cultural and heritage tourism is defined as travel directed toward experiencing the arts, heritage and activities that truly represent the stories and people of the past and present. This has taken much attention during the past decade. Developing countries need support from worldwide network in shielding their valuable heritage. Cultural heritage tourism is one of the best parts of the tourism industry, and is additional influential economic development tool. It has been uncovered that museums are presently assuming a significant job in the more extensive circle of expressions, yet in addition inside the tourism and leisure. Museums can't never again kick back and expect that individuals will begin lining up. Their jobs have changed to draw in more crowds. The practical improvement of a district relies upon the maintainability and measures taken by all the general population and private associations in the particular territory. Museums stand out among these organizations due to the controversies arising in connection with the role they have to play in this process of sustainable development. This paper seeks to analyze whether and why museums should become sustainable and give an overview on the museums' sustainability. The qualitative research fundamental on semi-structured interviews with five museum experts displayed that the sustainable improvement via cultural tourism is threatened due to the fact that few museums take steps towards become sustainable. Among the factors that hinder the process of sustainable alter in museums can be mentioned the following: the current legislation, the scarcity and poor training of the human resources, but also the some managers' misconception on the notion of sustainable museum and their resistance to modify.

**Keywords:** Museums, Sustainability, Development, Culture, Heritage

## **1.0 INTRODUCTION:**

By and large this examination diagrams the 'industry' division in which this investigation is set. That is, the position is taken that the historical center division is with the end goal that definitions, history and advancement all need elaboration so as to put the examination in setting. Along these lines, this part initially explains the meanings of an exhibition hall that will be utilized. There are various conceivably clashing definitions utilized all through the writing, especially in connection to the qualification between workmanship exhibitions and characteristic history historical centers. The definition utilized here identifies with the idea of a historical center and not to the sort of assortment. The subsequent segment gives a short history of the improvement of the exhibition hall idea. It was considered fitting to take an ordered structure, starting with the traditional period.

## **CONTRIBUTION OF MUSEUMS TO DEVELOPMENT:**

This Culture and Development special issue deals with museums and cultural centers as spaces to pass on cultural values, thus preserving and disseminating heritage, providing knowledge about other cultures, promoting cultural diversity and reinforcing both involvement and identity of their communities, with due regard to the fact that they constitute, moreover, assets of the cultural sector contributing to investment, economic benefits and job generation. Experts and participants to the workshop discussed topics related to decision-making actors in charge of creating a museum, the suitability of the building, the need for a physical collection, the use of museum-oriented technology, the activities to be conducted together with exhibits, and the impact on local development. Likewise, they shared the strengths and weaknesses of Andhra Pradesh and Telangana cultural institutions and agreed on the need to establish closer relations and better training on museums, thus recognizing that meetings of this sort can improve both aspects.

The job of the public population identifies with the changing connection between the exhibition hall as a social foundation and the individuals who visit that establishment, just as the part people in general as a market has played in the advancement of the museum idea.

A museum helps people understand the world by using objects and ideas to interpret the past and present and explore the future. A museum preserves and investigates assortments, and makes items and data available in real and virtual situations. Museums are set up in general society enthusiasm as lasting, not-revenue driven associations that contribute long haul an

incentive to networks. Museums both states are perceives that exhibition halls of science, history and craftsmanship might be assigned by numerous different names (including gallery and Keeping Place).

- (a) Natural, archaeological and ethnographic monuments and sites and historical monuments and sites of a museum nature that acquire, conserve and communicate material evidence of people and their environment;
- (b) Institutions holding collections of and displaying live specimens of plants and animals, such as botanical and zoological gardens, aquaria and vivaria;
- (c) Science centres;
- (d) Cultural centres and other entities that facilitate the preservation, continuation and management of tangible or intangible heritage resources (living heritage and digital creative activity);
- (e) Such other institutions as the Council considers as having some or all of the characteristics of a museum.

## **2.0 LITERATURE REVIEW**

**Pigott et al. (1975)** have brought up that foundations considering themselves a 'craftsmanship exhibition' normally do the elements of a historical center. Their assortment is workmanship, and without a doubt in Europe they would consider themselves a 'craftsmanship historical center'. Along these lines, a craftsmanship exhibition is considered here to be a gallery, giving it isn't engaged with the closeout of works of art to general society (however deaccession programs now and then include historical centers selling things from their assortment). Correspondingly, Scienceworks in Melbourne, which was very right off the bat in its life depicted as "Historical center Victoria's science and innovation grounds", has a solid instruction center, however is anything but a characteristic history assortment based exhibition hall of the past. Plainly, it is currently viewed as a historical center. Strikingly, Tasmania's two major museums both combine art and natural history, but do separate the fields in their names—the Tasmanian Museum and Art Gallery and the Queen Victoria Museum and Art Gallery.

**Danilov, (1986)**, There are, at that point, numerous elective perspectives on what comprises a museum, and various uses of the idea. For instance, corporate exhibition halls, that is,

galleries with oversight assortments which are arranged inside revenue driven associations, involve a troublesome position straddling both the social and conventional universe of the open museum and the benefit propelled and consistently changing business world. An issue of worry to exhibition hall experts is how much these corporate museums mirror a business point of view. Their anxiety is whether the assortment's motivation is less instructive than proper, and progressively an express apparatus for self-commercial

**Rajendra Pahade, (2015)** This paper displays a review of Salar Jung exhibition hall Hyderabad, Telangana and its authentic significance. This paper additionally gives a concise information on library the executives arrangement of Salar Jung exhibition hall library. The principle reason for this investigation is to discover the present status of Salar Jung historical center library . This paper might be helpful the exploration researchers in getting the information about Salar Jung exhibition hall and its Library. This paper likewise accommodating in improving its administrations and status in this Information age.

**3.0 METHODOLOGY:**

**Sources of Data:**

Data for the research have been collected from both primary and secondary sources and through field-visits.

**Primary Data:**

An expert opinion study has been conducted through focused group interviews, one-to-one interviews and reference group interviews. Here survey conducted from 2016-2017.

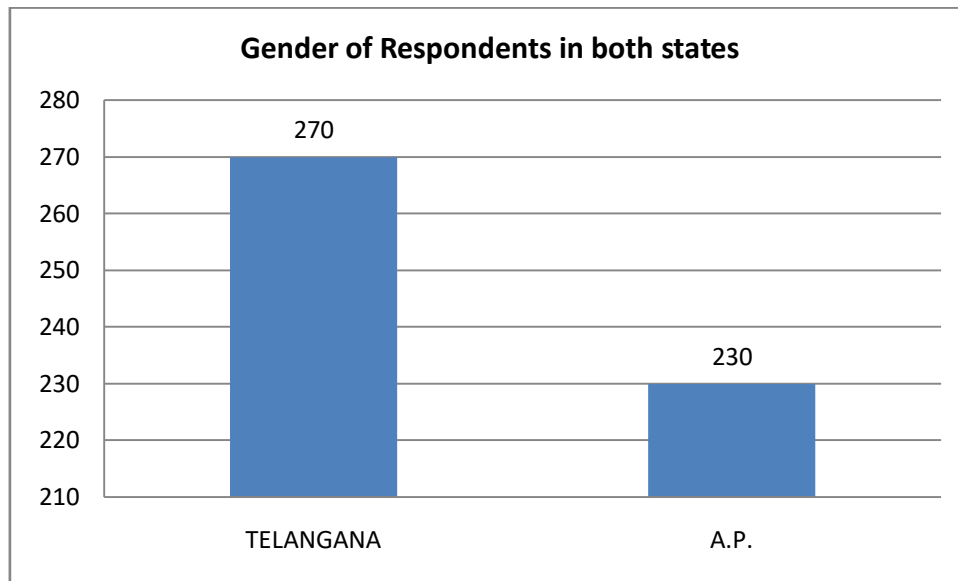
The questionnaires analysis the format of a typical five-level Likert scale is used for this research:

(“Agree” “Strongly agree” “Neutral” “Disagree” “Strongly disagree”)..

**Sample size:**

**Table Gender of Respondents**

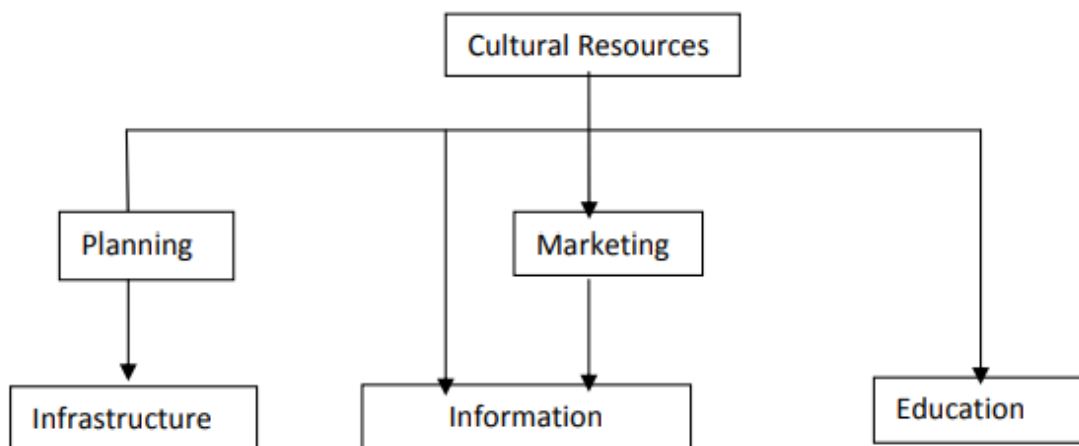
<b>Gender</b>	<b>TELANGANA</b>	<b>Andra Pradesh</b>	<b>Total</b>
<b>Male</b>	170	130	300
<b>Female</b>	100	100	200
<b>Total</b>	270	230	500



**Graph: Gender of Respondents**

**Secondary Data:**

The researcher has collected data from a number of secondary sources. Published works both related and relevant to the subject under study, works of eminent authors and personalities who have contributed immensely to the promotion of culture in Telangana and Andhra Pradesh, tourism promotional literature, reports of Ministry of Tourism, Government of India and Departments of Tourism in Telangana and Andhra Pradesh, Publications of cultural organizations, manuscripts, documents, archive information, articles and feature stories in periodicals, websites and e-resources are the sources tapped extensively for collecting secondary data.



**Figure, Cultural Tourism Development Model**

**4.0 RESULTS**

**Types of Cultural Heritage**

- 1. Non-physical (intangible)
- 2. Physical (tangible)

**Non-physical Cultural heritage**

- Signs and symbols passed on by oral transmission
- Artistic and literary forms of expression
- Languages
- Ways of life
- Myths, beliefs and rituals
- Value system
- Traditional knowledge
- Know-how

**Physical Cultural Heritage**

- Monuments
- Archaeological sites
- Movable heritage collections
- Historic urban areas
- Vernacular heritage
- Cultural landscapes

The memorable towns in creating nations bend over backward to be dynamic legacy locales of territorial improvement drawing in social the travel industry and safeguarding unmistakable and social legacy. Protection of social legacy destinations is expensive and needs support from the legislature and other social legacy financing associations. The travel industry is one of the most significant areas of the creating nation economy. Cultural and heritage tourism has become one of the highest growing sectors of the tourism industry in Telangana and Andhra Pradesh.

**Table: Tourist Arrivals In Andhra Pradesh For The Years From 2010 To 2017**

		Tourist Arrivals in		
Sl No	Year	Domestic	Foreign	Total
1	2010	15,57,49,584	3,22,825	15,60,72,409

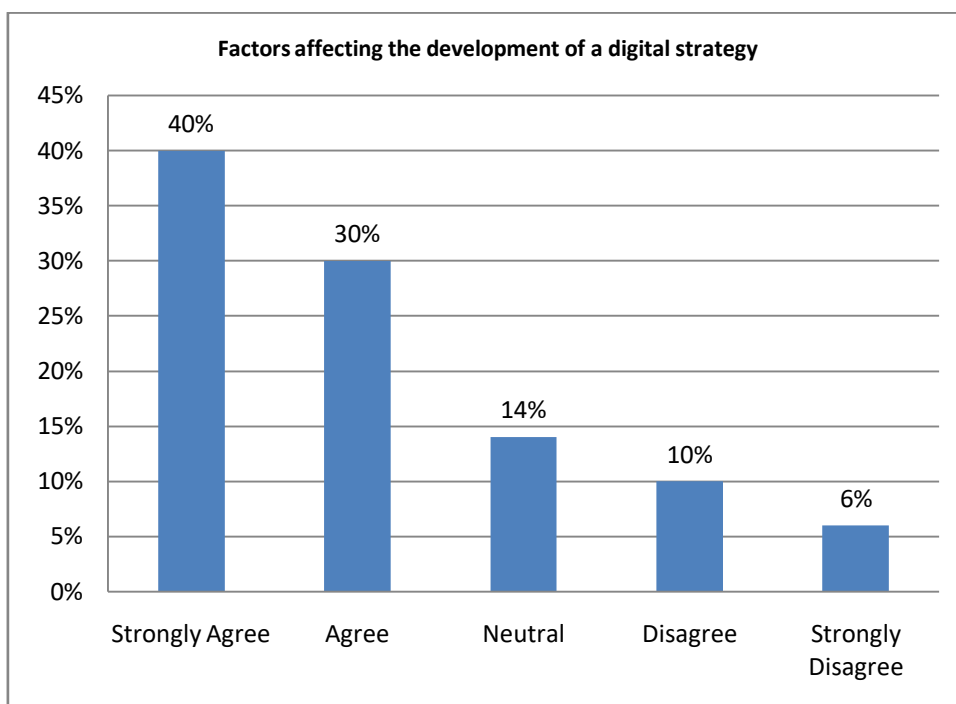
2	2011	15,31,19,816	2,68,736	15,33,88,552
3	2012	15,32,18,258	2,70,246	15,34,88,504
4	2013	15,32,19,135	2,45,359	15,34,64,494
5	2014	15,33,14,512	2,49,583	15,35,64,095
6	2015	15,35,68,524	2,51,356	15,38,19,880
7	2016	15,36,45,872	2,36,952	15,38,82,824
8	2017	15,38,46,764	2,46,658	15,40,93,422

**1) Factors affecting the development of a digital strategy**

The digital strategy of a museum depends on many factors: financial resources, but also open-mindedness and the right leadership able to manage the change. The clearer the definition of objectives and priorities, the more involved the departments of the organization are in the implementation of the change. In fact, no digital product emerges if significant process innovations, new behaviors and methodologies have not been promoted before. It is necessary to inform all the museum employees and collaborators about the potential and benefits that digital technology can generate in the institution’s management. Results will be achieved only if all of the staff identify themselves in the museum’s mission and share the tools chosen to achieve it, digital or non-digital.

**Table Factors affecting the development of a digital strategy**

Gender	Response					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Male	150	50	50	35	15	300
Female	80	60	30	20	10	200
Total	200	150	70	50	30	500



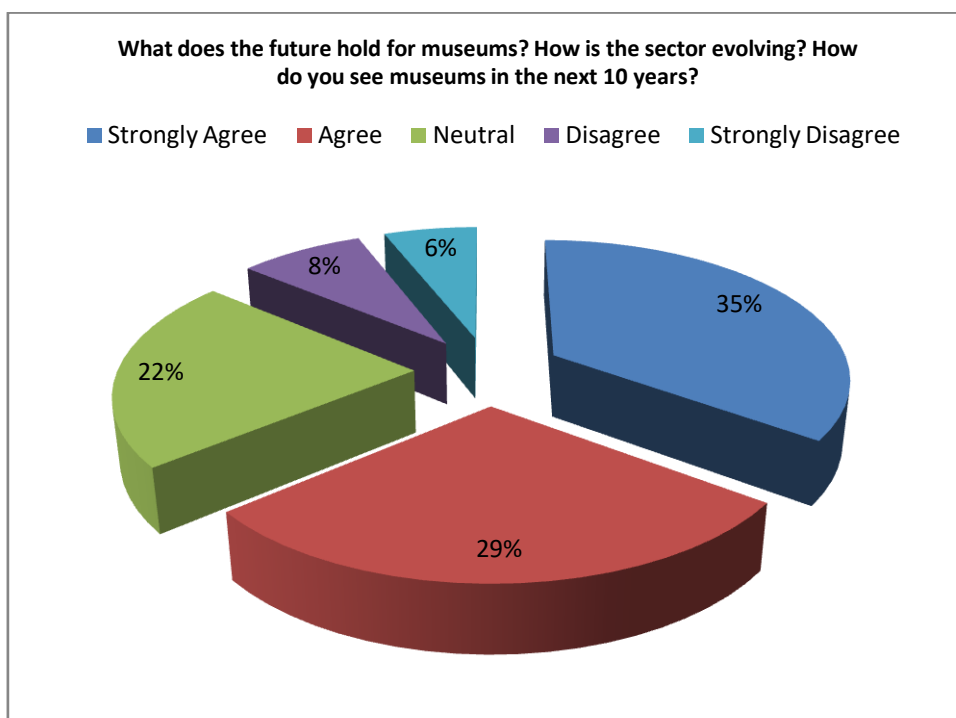
**Graph: Factors affecting the development of a digital strategy**

**2) What does the future hold for museums? How is the sector evolving? How do you see museums in the next 10 years?**

Nowadays, despite of the financial and political emergency, the quantity of exhibition halls guests is developing. They encapsulate the principals of dependability and security, because of the feeling of trust later on they can convey. When these social establishments displayed objects. Today they show that the majority of various individuals' thoughts and information created from a solitary relic. Uncover this assortment of substance is an extremely intriguing and innovative procedure.

**Table: What does the future hold for museums? How is the sector evolving? How do you see museums in the next 10 years?**

Gender	Response					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Male	110	70	70	30	20	300
Female	65	75	40	10	10	200
Total	175	145	110	40	30	500



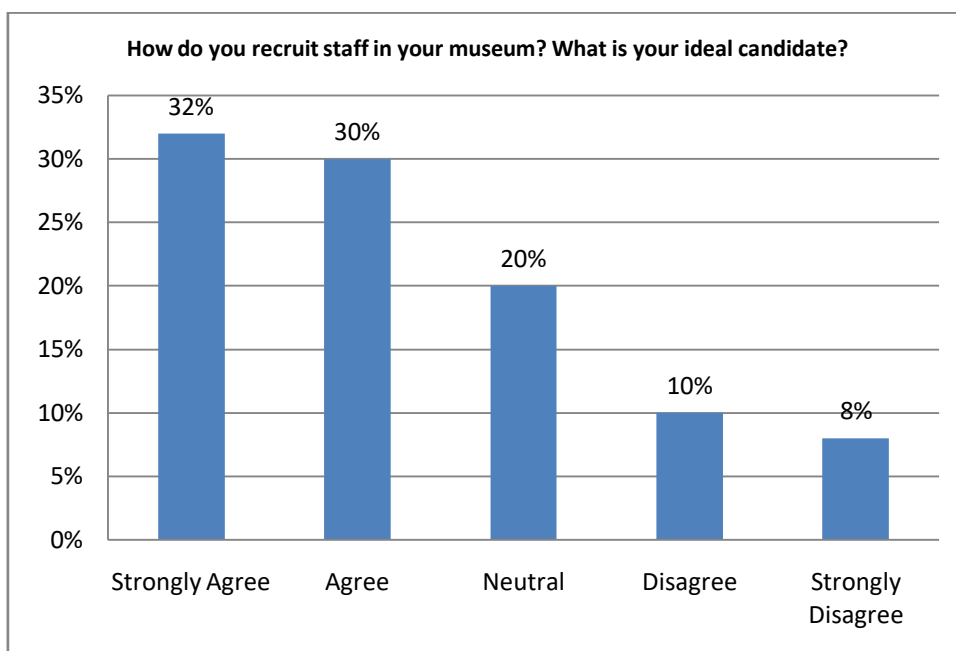
**Graph: What does the future hold for museums? How is the sector evolving? How do you see museums in the next 10 years?**

**3) How do you recruit staff in your museum? What is your ideal candidate?**

The key word is perseverance. Young people today believe that it is enough to be creative and expect immediate results. It is a common mistake in the era of rapid and high-speed decisions, which leads to a misunderstanding. If you’re ready to become part of the Hermitage team in just 25 years, then this is the right job for you!

**Table: How do you recruit staff in your museum? What is your ideal candidate?**

Gender	Response					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Male	90	80	70	30	30	300
Female	70	70	30	20	10	200
Total	160	150	100	50	40	500



**Graph: How do you recruit staff in your museum? What is your ideal candidate?**

**5.0 CONCLUSION:**

Heritage or cultural tourism is considered to be a form of tourism where participants “may learn about, witness and experience the cultural heritage of a destination”. This sort of the tourism is said to give a substantial inspiration to protection, however so as to be fruitful in the tourism setting, legacy and history require more than safeguarding: its centrality (ought to be) passed on to the guest, prompting advanced comprehension with regards to the present. As brings up the invaluable estimation of social legacy ought to be passed on to the travelers and it is our aggregate duty to secure our legacy for economical economy and for our present and people in the future.

The nature of a museum’s collection whether it is mainly related to natural history, or technology, or art, or, indeed a combination thereof is not defined or discussed, except where it directly impinges on the debate in relation to one of the case study museums. Question of there being a relationship between the type of collection (art, natural history, science, etc), the perceived role of marketing and a museum’s marketing management orientation.). The point is that the issue of the nature of the collection should not cloud any discussion of the development of the museum concept itself. The nature of these changes is illustrated in the final section on the changing role of the public. There has been a significant shift in focus across the world as museums have evolved from institutions available only to the ruling elite to broader-based public institutions. The museum sector now reflects the fact that museums

need to place the visitor, their customer in effect, at the centre of their activities. Museums still have multiple roles in society education, entertainment, research, conservation, amongst others but where formerly the collection was the ruling force, with policy and strategy devised by curators, educators and scholars, now the experience of the visitor is paramount control by audiences.

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