Welcome to UGC lecture series this is for Bachelor of Architecture. The subject looking into architectural conservation. We shall be driving into its conservation planning the topics. We shall be discussing are urban conservation and heritage tourism, case study of town Pondicherry, conservation project management.

Urban conservation & Heritage Tourism:

If you will take a look at the relationship between urban conservation and tourism you have to make sure to tourism works for the historic towns and the conservation principles for that town. It cannot be subject added to any historic town on the tourism woodwork. Geographically should be a come place where to tourist can easily go. It should be such that the historic site is not ruin started by too many people visiting a deteriorate for there. So the objectives of development should be clearly reinstated and the authorities should also be given to the person to control it well sustainable development is very crucial. So, there should be a good relationship between the growth and quality of life economic development and environmental cause the interest of the Heritage and the residents verses the desires of the visitors. And what can actually be provided for the Furious? This delicate balance has to be maintained to ensure that no side is compromised especially the Heritage and the life of the local residents is definitely not compromise. Urban conservation

is just not about preserving the past as an archaeological ruin it is about enhancing an area that has quality is built upon from the past as a contemporary working environment. Tourism has to be made to work for historic towns and handsets rather than destroy support rather than siphon from most of all it should value the deep heart and the spirit of the place. The reason why the Tourist are coming to the particular historic region should not be removed. They are coming to appreciate the culture the tourist are getting attracted to the historic sites. So that is not maintaining the culture of the place is not maintained the main attraction. why the people would even come that particular reason is removed then tourist will stop coming completely so it's very important that any tourism activity that is done to a place so lonely and enhanced, the place in the life of the people and not detract from the historical value of that particular place.

Positive economic impacts:

Balance of payments: what is actually mean? The difference between the amount of money leaving the country and the amount of money coming into the same country. So, tourism helps minimise the BOP. Tourist bring in currency from other countries and spend it. It definitely benefits the host country particularly if we have tourist from high value areas such as United Kingdom you are a United States.

Employment: Tourism create many various jobs first you have direct employment that is it your directly involved in the tourism industry like hotels, restaurants, travel agencies in the inter-employment. Jobs in the tourism apply sector like a catering company that provides foot to an airline or Railways induced employment created because of an increase of wealth of the locals from tourism local spend more money if there economy is better so

because of the local economy improving the people local people will start getting more money there standard of life improve and support the improve standard of life there will be new jobs created.

Income: Money is created in the local economy at the destination you can get it through wages and salaries that is locals employed in the particular local area. Local businesses benefiting from tourist spending. Like Souvenir shops, camera related purchases it etc.,

Rent: If you have listened accommodations to tourist of migrating workforce both. Either could be a hotels or it could be even paying guest accommodations like that.

Tax: Value added tax which is a local or National tax gain from tourist spending.

Negative economic impacts:

What are the negative economic impacts? Leakages, money spent on goods and services outside the local economy, money is saved in banks at etc., investments from MNC or TMC means the money earned by that organisational actually essentially leave the country at some point of time, especially if the headquarters is in another country importing goods means another economy is also benefit.

Opportunity cost: All so known as displacement effect so developing tourism at the expense of other activities or areas of investment. Public money invested in tourism that is not invested elsewhere that is local infrastructure at another location. cost benefit analysis best way to minimise opportunity costs. Inflation increasing demand leads to increase in inflation and if inflation actually equals value and price of land and products also increases. So, local

people may not be able to afford that kind of life anymore and we have to move know it can lead to negative socio cultural impacts or disparity between different parts of society a new economic class may end up imaginary.

Tourism dependency: Some countries rely heavily on tourism in order to maintain the country's economy. It occurs quite often in developing countries. If during suffers in a country the whole economy will suffer which is a very big negative impact. What are the positive socio cultural impacts, Education and Training it provides opportunity for locals to learn new skills and qualifications. Skills and qualifications are essential in tourism staff training and development within organisations like customer service IT industry like that.

Enhance quality of life: Positive economic impacts of tourism affect the quality of locals which will increase. So, the local quality of life will also improve increase and tourist spending in tourist destination leads to an increase in disposable income for the locals. Public Sector Investment in an area will definitely improve local infrastructure like roads, bus stops railway station, everything will improve. So tourist are coming to more and more and replace the government will make sure the infrastructure is well maintained. So, you can came to International tourist as well.

Pride: Increases local Pride as more and more curious visit one particular destination as an increase in investment into a local area you didn't get bridal local traditions, customs, culture of food, crafts, ceremonies etc., When you are leaving one particular place over a period of time we will forget what is famous in that area. But tourist comes and ask it what is good in your area we get a sense of reliving the parts for recognising what is it that we are famous for which can renew the interest in hosts population culture.

Social cultural awareness and peace: The rest you resemble of people to understand and learn about other people and new cultures in experiences it makes us more tolerant. We learn about how other people and other countries list we learn about a sculpture first and see how they lay what kind of religions day practice? What kind of ethnicity they belong to? So we understand different background and heritage we might learn from tourist what kind of places they are coming from? What kind of history on history Heritage today or 4 hours? And it benefit both the local as well as the tourist.

Negative socio cultural impacts: Main thing is commodification turning a product or service into something different in order to please the tourist. performances and ceremonies are also commodified they are made more attractive and dramatic in order to appeal to tourists. It does not represent the true culture of the local it referred to as the staged authenticity. Simple example in this today's world Chennai as the example or Madras as example no one would have the current performance of karakaattam or any such koothupattarai or any local art. But when foreign tourist come the team brought it and many even local people will be seeing in for the first time so that I will definitely stage that and the City such things done after every day even in inner life of a person living in Chennai for many many years together.

Crime: Where there are more tourists, crime rate also a higher because they are considered easy target. To carry a lot of cash on them they are very gullible so such things always happen. And poor local because of the disparity caused because of tourism there will be a lot of poor people and they will be ready Temptation for such people payment also become involved in illegal experiences especially like prostitution and drugs etc., there for actually help to develop search Industries because they would want to look for such things

in our country is well we might not be providing for such things that we will have to make a market for that as well.

Demonstration effect: Locals observe tourists and try to copy and emulate them. So that becomes and negative it goes back in reverse of why the tourist actually come here. they come here for a different cultural experience but over a period of time we are exposed to the Westerners for a longer period of time. We starting them and the reason for them to come here it's kind of Lost. This can be in terms of behaviour, culture, food and clothes. So these leads to the identity and culture. So this is more obvious and younger generation because of westernisation search cultures are preferred over local culture but currently the repercussions of it is not sell over a period of time essay become completely westernised why would a western tourist come our country to visit anything because today is going to be the same experiences staying at home.

Displacement: Development of tourism areas can lead to an area becoming I was too expensive for locals to continue living there or land needed for last Constructions can move local inheritance government believe that tourism infrastructure will out where the need for displacement.

Economic reasons: Increasing prosperity within the host population can lead to new social classes it will create pension between local between locals and tourist migrant workers and locals and basic resources can also become more expensive cost of living will increase food, service, housing, rent, land prices everything will increase. And this definitely causes resentment between locals and tourist. What kind of punitive measures can be taken for this? Punitive measures as defined in the existing legislative Framework concerning Heritage protection town planning act building buyers must be extended to

cover all the listed buildings within that historic precincts. In principle, permission must be sought for any intervention in listed buildings or precincts. Where the opportunity exists, a new set of regulations to deals specifically with unprotected Heritage should be drafted. Administrator or criminal prosecution must be considered in cases of deliberate damage to listed architectural Heritage. So this is what is very important, you need to have some kind of prosecution it's not enough to just have regulations legislations and policies what happens if someone does not follow it there should be some kind of Administrative criminal prosecution should be there only when will the guidelines policies and legislations be applied. What kind of public awareness is required for this? The registration and regulation laid down in the administrative system building by-laws, town planning act and other measures relevant to Protection and conservation of architectural Heritage must be made accessible to the public through user friendly manuals and publications. Local communities or individuals must be entrusted with responsibility to conserve their own heritage. Where outside expertise is necessary local stakeholders must be made at the participants at all stages of the conservation process. All decisions regarding the conservation and management of Heritage must be taken in consultation with local communities in consonance with the 73rd and 74th Amendments to the constitution of India. So as public awareness plays a crucial role. It is very important to the local communities first aware of the heritage precincts, the building in the heritage precincts and what value it has? Its only after that of all these points will make a difference. The public awareness was very quint essential.

CASE STUDY- PONDICHERRY:

We study the Pondicherry town as the case study. Revitalization of Urban Heritage through urban renewal: A case of urban conservation at Pondicherry. What is Revitalization of Urban Heritage? Revival of heritage in an Urban context, with interventions that address urban problems that have resulted from congestion, environmental degradation, city expansion, loss of heritage, etc. The intervention are not focused to the project area alone, but are extended to the city as a whole. Various aspects achieved under Revitalization: the manner in which urban issues are addressed with the focus on heritage preservation, which ultimately leads to improving the quality of life of the people as well as the local economy. Enhancing the characters of the local area with the history and significance that it holds. Enhancing quality of live especially in the living environment. Rehabilitation of listed heritage building, that is giving a old building a new lease of life in a very sustainable manner. On the simple idea of walk and appreciate of rich historic streetscapes. So what is the best way to understand the realist heritage. It is only the idea of walk. When we zoom across the street car, bike or a motorbike even a cycle with a matter able to appreciate the building surrounding you or the kind of area of that because we abusively concentrating on the vehicle and second the speed of the vehicle is such that touch out and miss out what happen. And the second major disadvantage is because of congestion, pollution and all of as not recommended for a historic core family. A simple idea of a walk and appreciate was the slogan taken by in-tag in Pondicherry. The entire prominent important historic district was given up to the heritage walk. Only pedestrian moving, no vehicle moving, no motorising move. That is helps the locals and understand how the important the

heritage is? When you go in a car you only see the ground level of the building. Because you cannot see about that but when you walk, you lift your head first look at the floor and what kind of details where? Through this exercise what actually happen was the local learn lots first about their town, the heritage city significant of the area. This is the revitalization of the heritage of Pondicherry. This is the beach right over here and it is the most important part over here is French quarter then you have the Tamil quarter. Tamil quarter can be further sub divided the Muslim quarter, Christian and Hindu quarter. So though there are heritage buildings spread about the city of Pondicherry. Though you have a timeline that suggests why is Pondicherry a historic importance? Why is Pondicherry a historic significance? So the first thing happened is the traders from the Roman Empire then flourishing south Indian port discussed and it is very important coastal town, so the life of chola kingdom known as puducheri pointedly it come to the time and come back to the same name. Portuguese came for trading then it was trading by the Dutch then it became the French settlement as the result of the flourishing settlement in 1674. The battle between the French and the British largely affect the French power and treaty of Paris, establishment of French power in Pondicherry and settled in 1765 and finally the old town which is seen today's of Pondicherry laid its foundation in 1768. What is happened as the British rule ended the Pondicherry was completely raise to the ground. It was reconstructed in 1768 marks the boost foundation year. Here is the when you have the plan of old Pondicherry you can see it is not much change as you have an pro-miner of clear distinction divided time that you know the French and what ever kind of settlement to was never mingled with the black people and that

is the local people. So this is like the white town and that is like the black town. What are the advantages you look at the cross-cultural history? The cross-cultural history has the both Tamil and French influence the old town is the Boulevards town that bounded by four boulevards that once constituted the outer limits of the city's fortification. The two distinct architectural styles typical to the Tamil and the French quarters. French town you saw the European style, the style was adapted to the tropical climates. Tamil town you obviously saw the local vernacular style. The two styles have influenced one another evolving into a synthesis: the Franco-Tamil architecture. What is the crux of the issue when you think of the Pondicherry? Pondicherry is the heritage town, is fast losing its special character ambience. What commonly affects historic precincts, like increasing population and pollution is, in this case, the alarming loss of old buildings due to uncontrolled reconstruction. Thus, the "sense of place" is blurred and there is a loss of the town's cultural identity. So what is actually happened is town like Pondicherry there is no monumental buildings. All the buildings were assume kind of attachment to that place. If all add to the flavour of the place. By looking at by the one house this two houses this we have lot to build in the Pondicherry houses. So very important the sense of place and sense of identity So lot place between the historic and discussing and in the case Pondicherry. It does not have any monumental buildings but it has the lot of noteworthy for its domestic architecture. The architectural character is a result of hundreds of French and Tamil houses that create the 'milieu' or the 'ensemble'. If this has to be collectively preserved for posterity, then every old house counts. You cannot decide what is important? what is less important? Entirely creates a lot of affordable

significance and historic value. How do we go about to addressing of the issue? First we need to prohibit demolish of listed building through legislations and incentives. Undertaking intensive documentation should be made compulsory before taking up any alteration or extension is made. You need to Impose high penalty on those who demolish without permission. New buildings within the designated conservation precincts should follow traditional pattern of the surrounding buildings, so that they are 'unobtrusive' and blend inconspicuously into the surroundings that is the architectural style that is existing. Facade finishing, colour schemes will all has to be regulated and controlled. Not be admissible here so yes here could be the new buildings are there and new buildings developments has to be come out. But not the cost of the demolishing any unless it is compulsory required. But even if the new building is coming up we cannot made which way possible. It has to be cohesive and harmonious to the street existing. So there should be regulation regarding the style of architecture and the finishing of the facade what kind of colour schemes and it is the commercial property, what kind of signs and finally formatted. Strictly monitor building activities in the old town, including over weekends, to ensure that buildings are not disfigured or demolished without permission, and facade designs are executed strictly in accordance with the approved building plans and colour schemes. So what the project exactly en-tile and how the people of Pondicherry and the government went about it? Among the conservation measures the need to preserve existing old buildings was the most important. Ever since 1987, INTACH along with EFEO French counter part of the same has prepared and updated an inventory of the heritage value of buildings in the old town. These buildings are classified

into different categories, based on their architectural, historical, archaeological importance. So presently the list of the buildings has been updated according to the standards prescribed by the ministry of the environment and forestry. So the buildings can be graded into four categories: grade I, grade IIA, grade IIB and finally grade III. Look at the year 1996 there are 1800 buildings are constructed and because of demolished and looking over in the year 2003 there are finally there are 1200 buildings. So 600 buildings were lost and since in 2003 again there was settled 700 buildings and blocks. In 1908, with an initial grant-in-aid from the town and country planning development, INTACH set up a conservation cell to act as an advisory body in five specific areas that included: 1. Update listing and document heritage, 2. Frame conservation and architectural control guidelines, 3. Act as an interface with the public. So basically connecting the element with the government and the public. 4. Advice and provide architectural inputs to buildings owners and architects. 5. Assist planning Authorities in clearing the building applications in the Boulevard Town and other heritage related matters. The conservation effort was followed by several initiatives and conservation projects including the successful application for the Asia-Urbs project in May 2002. The main objectives of the project is to address urban and environmental issues and enhance residents' quality of life. To address, the global networking and introduce a participative process through decentralized planning and management. To encourage the exchange of information between partnerships. So what especially happens in Pondicherry was 1. The partner was outside the country, especially in France when manifest project happen before. 2. Because it was a European country the funding was Euros went a long

way cannot city like Pondicherry? 3. Pondicherry is being a union territory, legislation of the policy can be adapted much easily and in a better way. And final important thing is that community was almost involved because they all had the sense of pride they want to make Pondicherry a global town. So this objective is easily fulfilled.

SUMMARY:

At the end of the lecture, we should learn urban conservation and heritage tourism the symbiotic relationship between them and case study of Pondicherry, learned what kind of project and how did the system works? How is the relationship between the government INTACH and the community as such.