Bishnupur: A Paradise for Cultural Tourism in West Bengal, India

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ABSTRACT

Tourists are the main actors in the tourism development for a destination. It is therefore, necessary to assess whether a destination is suitable for tourism activities. The objectives of this study were to assess the availability of tourist attractions, major challenges faced by Bishnupur in developing cultural tourism and promotional activities initiate by governing authorities. In this study, the authors used secondary data sources to estimate the above objectives in the context of Bishnupur city, India. The findings showed that Bishnupur has rich heritage of terracotta temples and sculptures, performing arts and textiles, but lacked in infrastructure and planned city development.

KEYWORDS: Cultural tourism, Terracotta temple, Dokra art, Poramatir haat, Bishnupur

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1. INTRODUCTION

Cultural heritage is constantly threatened by human activities because local residents do not understand the importance of maintaining and preserving cultural relics, folk culture, traditions, crafts, and historical environments. Tourism plays an important role in preserving cultural heritage by promoting education, designating places as World Heritage Sites, and regional enabling sustainable development. Furthermore, tourism benefits host communities by providing them with opportunities and incentives to take responsibility for preserving their heritage. Additionally, Duman & Kozak (2009) suggests that cultural sites provide native people a venue to showcase their traditional craft skills and sell their handiworks.

UNWTO defined cultural tourism as the movement of people essentially for the purpose of cultural tour, performing arts, study tours and travel for festivals and other events (WTO, 1985). McKercher and Du Cros (2002) identified four components of cultural tourism: tourism, use of heritage assets, consumption of experiences, and products and tourists.

Bishnupur is a center of decorative indigenous terracotta temples in Bankura district and a major

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day-trip tourist hub on the map of West Bengal. Once the capital of the Malla rulers and is also known for its Baluchuri sarees, Dashavatar cards, terracotta artifacts and Hindustani classical music of the Bishnupur Gharana. The Temple city of Bengal, a seat of Sanskrit learning, assumes its name from Lord Vishnu. Its origin date back to 694 A.D. when King Raghunath, also known as Adi Malla, founded the Malla dynasty (www.wbtourismgov.in), popularly known as Mallabhum, which covered most of the present-day Bankura district. During Bir Hambir's time, the Gaudiya Vaishnava religious movement spread to Bishnupur along with the entire Mallabhum, and this philosophy had a great influence on the temple architecture of Bishnupur, mainly built by Bir Hambir and his successors Raghunath Singh Dev-2 and Bir Singh Dev. Lies south of the river Dhaleshwari or Dhalkisor a tributary of Damodar River and 132km from North West of Kolkata, Bishnupur has been proposed as state's first heritage city.

Even though Bishnupur has the potential to become the cultural tourism hub of West Bengal, few tourists visit it due to lack of knowledge and promotional activities about the city. Therefore, this study attempts to highlight the importance of this city as a cultural tourism destination, which includes the following objectives: study the availability of attractions and infrastructure for cultural tourism; study the promotional activities to enhance tourist flow in Bishnupur; and to investigate the major challenges faced by Bishnupur in developing cultural tourism.

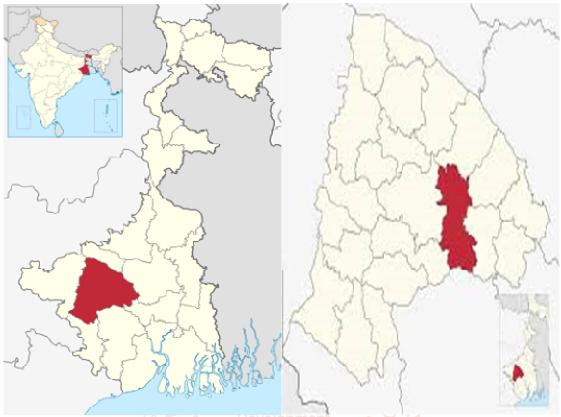


Figure 1: Location Map

2. Review of literature

A review of the available literature reveals a number of topics addressed in the field of cultural tourism. Some of the main research themes were covered in this study: cultural tourism, motives for cultural tourism, economic aspects of cultural tourism, spirituality and tourism. Culture and tourism have always been closely linked and root of modern day's cultural tourism dating back to the 16th century in England as the Grand Tour (Feifer, 1985; Kumar *et al.*, 2019).

Cultural attractions, local customs, and events are some of the important factors for travel motives. Therefore, cultural tourism is a type of tourism activity in which the essential motivation of tourists is to know, discover, experience and consume tangible and intangible cultural attractions/products in a tourist destination (Richards, 2018; Sharma *et al.*, 2022).Cultural tourism embraces the special interest of travel, such as novelty, authenticity, new experience as well as emotional, psychological, and intellectual experiences (Reisinger, 1994; Seyfi et al., 2019; Zeppel & Hall,1992).In line with this, Adams (1995) argued that cultural tourism is a type of travel for personal enrichment. Demographic, social and cultural differences have motivated in growing interest to art, culture and history, which in turn benefitted cultural tourism (Munsters & Freund de Klumbis, 2005)

Future prospects for cultural tourism products are expanding the focus from built heritage and the arts to creative cities, landscapes, religious tourism, dark tourism, intangible heritage and many other activities (McKerracher,2002).Cultural attractions such as monuments and architecture, museums, and events such as festivals and folklore are considered important pull factors and motivations for travel (Richards,1996; Seyfi et al., 2019).Therefore, Museums, architecture, heritage and tourist attractions such as food, language, native lifestyle, and religion can be included in a cultural destination (Stylianou-Lambert, 2011; Pandey *et al.*, 2021).

Although Bishnupur is a center of architecture, indigenous lifestyle and folklore, a lack of interest has been shown by both academics and tourism marketing managers. This study therefore aims to obtain an understanding of different factors which may influence the cultural tourists to visit the destination, and explore the cultural beauty of Bishnupur.

3. Methodology

To achieve the research objectives, the present study was conducted using secondary data sources to capture all aspects that constitute the cultural attractions of a destination. Secondary sources include various literature, brochures, and websites that reveal the cultural characteristics of a destination. In the next stage, post-visit feedback from tourists was collected on review websites. This helps to determine the availability of tourist attractions and infrastructure such as transportation, accommodation, markets, healthcare, communication systems, daily necessities, recreation, and security facilities.

4. Findings

The following section provides the various elements found to contribute to the cultural tourism experiences, along with post visit comments and the results of the literature review. The presentation of the findings of this study focused on three main areas: availability of attractions for cultural tourism and role of infrastructure in tourism development, promotional activities to increase tourist flow in Bishnupur, and key challenges faced by Bishnupur in the development of cultural tourism.

4.1. Attractions

There is number of attractions to visit Bishnupur ranging from making of playing cards, conch cell, bell metal articles, Saree weaving to Bishnupur Gharana music in general and terracotta temple with tile works in particular. Bishnupur depicts glorious past of Malla Kings' traditional architecture of ratna temples, which not only narrate tales of the Ramayana and Mahabharata but social and cultural life of village people. All these make a perfect destination for cultural tourists. Therefore, this tentative list on UNESCO World Heritage site (whc.unesco.org) attracts lot of tourists across country as well as foreigners.

4.1.1. Temples to visit

Rashmancha: One of the most iconic structures in the city center, Rashmancha is an elevated platform built by King Bir Hambir in 1600 AD (Bain, 2016). During the Raas festival, the public used to gather on the lawn of Rashmancha to witness the display of 'Radha-Krishna' idols from all other temples. Recently, the Archaeological Survey of India (ASI) stopped holding public gatherings at Rashmancha due to conservation concerns.



Figure 2: Rashmancha

Jorebangla temple: A must-visit temple in Bishnupur, Jorebangla is a double hut-shaped temple built by Raghunath Singha-2 in 1655 AD (Mandal, Mukherjee, Mondal, 2016). The south-facing temple or Keshta Rai temple is under the protection of Archaeological Survey of India (ASI).





Madan Mohan temple: Malla king Durjana Singha Dev built this temple in 1694 AD to dedicate Lord Krishna (Mandal, Mukherjee, & Mondal, 2016). The Eka Ratna temple is an example of the artist's craftsmanship in depicting the stories of Ramayana and Mahabharata on the walls of the temple.

Shyam Rai temple: Shyam Rai Temple, also known as pancha ratna built by Malla King Raghunath Singha in 1643 AD (Mandal, Mukherjee, Mondal, 2016). Conserved by the Archaeological Survey of India, the Shyam Rai temple has walls decorated with terracotta tiles and is an attraction for tourists visiting Bishnupur.



Figure 3: Madan Mohan Temple

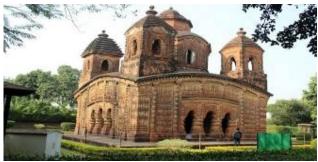


Figure 4: Shyam Rai Temple

Radhe Shyam temple: Radhe Shyam temple (www.asikolkata.in) is a living shrine dedicated to Radha Krishna built by Chaitanya Singha in 1758 AD. The south-facing Eka Ratna temple is located within a walled compound near the Jorbangla temple.





Figure 5: Radhe Shyam Temple

4.1.2. Monuments

Dalmadal Canon: The Dalmadal canon, a symbol of the power of the Malla kings, was built by Raja Gopal Singh in 1742 to fight the Maratha invaders (www.wbtourismgov.in). The cannon, made of wrought iron (www.asikolkata.in), has a legend that it was fired by Lord Madan Mohan himself to ward off Maratha raiders.



Figure 6: Dalmadal Canon

Garh Darwaja and Bara Pathar Darwaja: The northern entrance of the old fort of the erstwhile Malla kings narrates the glory days of Bishnupur. The outermost gate is locally known as Pathar Darwaja (small gate) and was built by Bir Singh 2 (www.asikolkata.in). A few meters away there is another entrance known as Bara Pathar Darwaja, a two-story gate.



Figure 7: Garh Darwaja

4.1.3. Lakes and Boat Riding

King Bir Singha excavated eight tanks, locally called bandh to store water around Bishnupur: Lal Bandh, Krishna Bandh, Yamuna Bandh, Shyam Bandh, Poka Bandh, Gantat Bandh, Choukhan Bandh and Kalindhi Bandh (Biswas, 2003). Among these Lalbandh offers boat riding (bishnupurtourism.com) every day and only on weekends one can enjoy classical music performances of Bishnupur Gharana on special boats.

4.1.4. Art and Crafts

Baluchuri saree: Baluchuri sarees represent the sociocultural and religious themes of Bishnupur, and Patpara and Krishnagunj in Bishnupur city are the hubs of world-famous Baluchuri saree weavers (Mandal & Basu, 2010). Saree weaving was commissioned in the early 18th century in Baluchar, a small village in present-day Murshidabad district, on the initiative of the Nawab of Bengal, Murshidkuli Khan. The village of Baluchar (from which it derives its present name Baluchari or Baluchar) faced frequent floods from the Bhagirathi river, after which industries were relocated to the present-day center of Bishnupur. Storied from Hindu mythology, human profiles and folk tales are some prominent motifs often depicted in saree pallu.

Terracotta Artifacts: Terracotta horses of Bankura, a national symbol of Indian handicrafts, are produced in village Panchmura, 22km from Bishnupur. The Malla kings adopted this terracotta artifact to decorate their temples, and today it is a geographical indicator of Bishnupur. In collaboration with UNESCO; Government of West Bengal has established a Rural craft center at Panchamura village to learn craft making through workshop (wbmsme.gov.in). Artifacts offer traditional products such as horses, elephants, manasa chali etc.

Dokra Art: Dokra Damar, a tribal group of Bankura, practices Dokra art with brass metal using one of the primitive techniques of lost wax casting (official website of RCH). This almost extinct art of making sculptures such as Durga idol, Ganesha idol, various animal forms and jewellery, is practiced in Bikna and Kenjakura villages. Tourists can visit the Bikna village, a hub for handicrafts, to witness how these master pieces are made and purchase souvenirs as a memento of their visit to the terracotta city.

Dasavatar cards: Dasavatar Taas or Card consist of 120 cards with ten suits portray ten incarnation of lord Vishnu respectively Matsya, Kurma, Baraha, Nirshinga, Baman, Parasuram, Ram, Balaram, Budhha and Kalki(Mukherjee,2011). Fouzdar family of sakhari bazaar is well known for making Dasavatar and Naqsah cards, that showcase Bishnupur's own craftsmanship to the world.

Bishnupur Gharana Music: Not only the terracotta temples, Baluchari sarees and Dasavatar cards, but also the 'Bishnupur Gharana', Bengal's only classical music Gharana, attracts many music-loving tourists to Bishnupur. Bahadur Khan (Bain, 2016), a musician and singer flourished Bishnupur Gharana music at the court of Raghunath Sinha II, a vocal enthusiast of the Malla dynasty. Tourists who love Indian classical music can experience performances of the Bishnupur Gharana at Ramsharan College of Music, Asia's oldest music college. West Bengal tourism department has taken an initiative to revive this classical music by organizing Bishnupur music festival every year on the month of February.

4.1.5. Fairs and Festivals

Bishnupur Mela: The much-awaited mela (festival) is held in the terracotta city of Bishnupur in the last week of December every year. The festival showcases local handicrafts, cuisine, folk songs and dance performances from Bankura and neighboring districts. The traditional carnival lasts for four days at the end of the farming season and attracts tourists from all over the country.

Poramatir Haat or Terracotta Market: A weekly market place is held every Saturday, where people gather to sell their terracotta handicrafts. This initiative was taken by the local government to provide a platform to showcase the clay art of local artists (www.bishnupurtourism.com).

4.2. Transportation

4.2.1. Railways

The temple town has a railway station on its own name that comes under south eastern railway. This small but magnificent terracotta-decorated railway station connects India's largest cities such as Howrah, Delhi, Puri, Bhubaneswar, Ahmedabad and Surat, and has facilities such as dormitories, rest rooms and waiting areas.

4.2.2. Roadways:

Keeping in view that Bishnupur is a tourist destination, State Govt. inaugurated a new bus stand in 2016 with all facilities. The bus station has three terminals and connecting both nearest and interstate cities Calcutta State Transport Corporation (CSTC) and South Bengal State Transport Corporation (SBSTC) provide regular bus services from Kolkata to Bishnupur. Regular buses also run from Panagarh, Asansol and Durgapur.

4.2.3. Airways:

Kazi Nazrul Islam Airport in Andal is the nearest airport to Bishnupur, approximately 62kms away.

4.3. Accommodation

Bishnupur has a reasonable variety of hotels and lodges in both government and private sectors that cater to all classes of tourists. A list of best well known hotels and lodges are given below.

- Bishnupur Tourist Lodge, 1km away from railway station and run by WBTDC.
- Monalisa Lodge offers budget rooms to guests and located near to Shyamrai temple.
- Hotel Heritage at Dalmadal Para only0.5km from Bishnupur Bus stand and 2 km from railway station.
- Hotel Banalata, 3 km away from main town of Bishnupr and offers 38 rooms with basic amenities.

4.4. Promotional Activities

As part of its efforts to promote Bishnupur as a major tourism hub of the state, the West Bengal government plans to develop Bishnupur city as the state's first heritage city. Most tourists visit on a day trip, as the Bishnupur temple complex is spread over a small area and can be visited within a few hours. The Tourism Department is expanding Bishnupur as a tourist destination to include outskirts such as Terracotta Village Panchmura, Dokra Village Bikna, Bishnupur Chatal and Joypur forest to convert day-trippers into overnight guests. West Bengal is home of rich historical places such as Murshidabad, Bankura, Birbhum, Malda, Burdwan and Cooch Behar, as well as two UNESCO World Heritage Sites on the tentative list: Bishnupur and Shantiniketan. Keeping this in mind, the Bengal Heritage Circuit (www.wbtourismgov.in) is planned to cover Bishnupur and Muktmanipur in Bankur district and offer a glimpse of Bengal's hidden heritage. The state tourism department has opted for digital marketing and introduced 360-degree view on its official website to visit Rasmancha Temple, Jorbangla Temple, Shyamrai Temple, Lalji Temple, Radhashyam Temple, Kalachand Temple, Jor Mandir Temple and Nandalal in Bishnupur.

4.5. Major challenges

Although Bishnupur has great potential to become a cultural tourism hub, its importance for tourism development and necessary infrastructure has only been recognized late. One of the biggest challenges in tourism development in Bishnupur is moderate transport connectivity which minimize to explore beauty of the city and attraction. The next big issue with the quality, number and distribution of accommodation is the serious problem in Bishnupur. Other infrastructure facilities such as drinking water, toilets, washrooms, parking facilities and ATMs are unavailable or inadequate in most places.

Most of the city's tourist attraction areas are not developed in a planned manner and this is one of the reasons why Bishnupur has not been granted heritage status by UNESCO even though it has a large number of historical monuments and a rich cultural environment (Singh, 2017). Despite prohibition on construction within 100 meters of protected sites, unauthorized buildings, shops and restaurants were being built just a stone's throw away. Drainage system of the city has not been modernized, when it rains a little, water flows into spillways in most areas of the city.

Bishnupur is rich in terracotta temples, sculptures, historical buildings, monuments and other ruins. The Archaeological Survey of India (www.asikolkata.in) conserves and maintains only 23 important temples and historical monuments, but many of the remaining structures are being destroyed day by day by natural processes and human activity.

5. Conclusion

Home of terracotta temples, handicrafts and culture, Bishnupur is a perfect weekend destination for all categories of tourists who prefer historical monuments, performing arts and local handicrafts. Once ruled by Malla rulers, their capital still retains centuries-old traditions such as kirtan chanting, baul song performances, and tribal dances that You can bring them into your social life. The main objective of this study was to investigate the range of tourist attractions, transportation and accommodation facilities available in Bishnupur as a tourist destination in order to motivate potential tourists to visit this tranquil place. Based on the results, we can conclude that this place is a paradise for day trips and weekend getaways as accommodation options and basic infrastructure are not sufficient. Furthermore, unplanned and unauthorized construction greatly contributes to the formation of a negative image of the destination. Unauthorized construction works near cultural monuments is one of the main reasons for being denied UNESCO WHS status. As tourist is one of the key stakeholders for regional tourism development, destination managers should have a comprehensive understanding of tourist behavior towards tourism.

5.1. Limitations and Suggestions

Although this study provides important insights into the development of cultural tourism, it also has some limitations. First, data were collected from secondary sources such as news articles, research articles, magazines, books, and feedback posted on various social media and websites. Therefore, the results of this study are quite suggestive in nature and not conclusive. Second, this study focuses only on factors described in the literature, but other factors may also exist. Future research could conduct field surveys to gain better insight into the destination and its associated issues.

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