RAJASTHAN'S ARCHITECTURAL LEGACY THROUGH VISUAL REPRESENTATION AND ECONOMIC VIABILITY

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Abstract: Most of the studies that are included in the review of literature, are indicating in a similar direction where in one or the way the researchers are discussing about preservation and promotion techniques at different levels using visual communication mediums. There is no specific study that discusses about the promotion of Architectural heritage as a domain rather than most studies are focused on preserving cultural heritage. In this study the researchers aim to explore the visual communication used for the promotion of Architectural heritage in the state of Rajasthan, India. The study is focusing on the different visual tools used for the promotional campaigns at various social media platforms and analysing the reach and its impact on people and how it is helping in promoting the architectural heritage of the State. The researchers understand the importance of preserving cultural heritage and to achieve that their focus is on the visual communication mediums used for the promotion of Rajasthan's heritage. The study highlights the importance of using visual media to promote cultural heritage and its role in building a long-lasting relationship with people.

Keywords: Visual Communication; Architectural heritage; Social-Media; New media; Economic viability

Introduction

Architectural heritage represents the culture of a community/state, visual art and architecture relate to each other and it is not possible to visualize the architectural heritage without visuals. Paintings, Murals, wall arts are inseparable part of heritage. (Staiff, 2015) Conservation of Architectural heritage is not a new idea, but not all architectural heritage sites are given consideration for conservation by the government, though the authorities have been working on the same continuously and conserving more and more such sites. Conserving architectural heritage require serious research on semantic values to determine

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the importance in the history and what possible efforts are required to achieve that historical value, cultural value, and economic value. (Taher Tolou Del et al., 2020)

The study discusses about the use of visual communication tools in promotion of Architectural heritage of the State of Rajasthan in India, and how it is helpful in helping the tourism department and the overall economic growth. Social is playing a vital role in supporting the promotional activities formerly initiated by the Tourism department, either by using some visual of the locations, or by using their policies or Fold art, (dance and music). In one way or another it was persuading the judgmentgetting varied of the tourists coming to the state of Rajasthan. How this is aiding the financial system of the state, tourism really getting benefitted by the promotional strategies used by the Govt. of Rajasthan while using visuals in the marketing campaign and creating a lasting impression on the possible holidaymaker.

Literature Review

(Singh et al., 2022)Indian tradition has a long history of the temples' existence, and the majestic experience has always attracted historians' numerologists, astrologers, archaeologists, students, artists etc. Some connected myths, some connected textural tenets to the temples. A huge change has been notices there throughout the history in the architectural design of the temples over the period. Most of it is deciphered in Sanskrit as it is also known as language of Gods in Hindu mythology. Earlier studies conducted in this direction were based on shaky grounds not on visual impacts. Visuals has led to the revelation of sacred architecture. Study also claims to find and demonstrate various understanding of the Vaastu Shastra in the temple construction. Apart from Vaastu, the ancient architecture implemented in Indian temples also displays the elevation, proportion for plans prescribed in micro, meso and macro levels. Different architectures showcase different emotion, decipher different learnings and relation of the idols inside the temple to the engraving and textures on the temple.

(Shedid&Hefnawy, 2022)Historical places have a unique visual image that also has a very significant effect on the society. These places could be a gathering place or a tourist spot, may be a market area or a festival place, common with all the spaces is that they have a unique visual image in the community / people. Some of the historic spaces have a huge impression that the entire city is known for that place. This study represents a similar city

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through case study in this article – Cairo. Whenever we talk about this city, we automatically have an image of pyramids of Giza in our mind. This phenomenon is known as city branding.

(Povilaitytė-Leliugienė, 2022)The study discusses about the balance between Architectural heritage and the Architectural Heritage researchers and how to maintain this balance. There are many factors affecting the parameters of the maintenance for the purpose of conservation, rebuilding, restoration etc. The study also investigates about whether over the time these factors were given appropriate importance or not to decide the finances for equipment and other necessities for architectural heritage research. This study focuses on the case study of Lithuania's Low Castle, that has been present even before the World War till now and in the 1990s there was an established museum in The Old arsenal.

(Kostopoulou, 2022)Architectural heritage is one of the many qualities derived from Culture, it also inherited archaeology, cultural heritage, cultural landscapes when and as provided opportunities. People feel the connection with the communities rather than with architecture. This study has taken a case study which focuses on the Urban Communities. Thessaloniki in Greece has a very long urban presence in the history and has a multicultural tourism and its historic dimension is one of the elements, attracting higher number of visitors. The study provides a greater understanding of the importance of architectural heritage in tourism.

(dos Santos & dos Santos, 2022)In order to preserve our architectural heritage we must promote the same. We may use the different tools for dissemination of information such as visuals and change the public opinion for the architecture and cultural heritage. UNESCO emphasize on promoting the heritage with similar models, this study focuses on Portuguese and Spanish heritage as given protection from UNESCO world heritage.

(Ch'ng et al., 2022)Interdisciplinary studies are not a new phenomenon and as we are already in a digital age, the heritage preservation and promotion must also follow the digital methods. Visuals, graphics, 3D modelling are some of the new ways being considered for the digital mediums. The book extends a in depth view on different levels of working across the heritage preservation and promotion methods. The main aim is to face the new indescribable problems that are coming before us as we are moving ahead in time.

(Best, 2022)The study aims on supporting sustainability in conserving architectural heritage, cultural heritage, and growing more sustainable opportunities for tourism in the similar environmental conditions with a long-term vision. It will help the societal and economic growth of the society. Two case studies conducted in this study were at two geographical

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locations and in different communities thus having different challenges, but the main aim was to promote sustainable tourism and conserve architectural and cultural heritage despite of different locations, management, and communities. The first study from UK and Ireland is more inclined toward architectural heritage conservation and the second study from UAE is rather inclined to cultural heritage and keeping the present urban culture connected with the past heritage.

(Yang et al., 2021)in the study have focused on the impact of visual content with relation to the urban architecture and cultural heritage and how the two are interrelated

(Vozzola, 2021) in the study has investigated the phenomenon of visual representation of heritage either architectural or cultural. As the digital world is driving the change in communication technologies, this revolution is being studied in dissemination of knowledge through visual representation such as virtual reality or artefact. It is applicable to various disciplines, and these have different applications as per the availability and possibility of representing historical architecture or cultural heritage.

(Trizio et al., 2021) and researchers aimed on different tools used to document and analyse the architectural heritage is generally using some visual communication tool, be it the visual, or 3D representation in one way or another it is supported by visuals.

(Pryshchenko, 2021) In this study, the Interdisciplinary conception of posters as a design object would be investigated, and a primary advertising medium would be investigated in the context of cross-cultural contact, cultural integration, and national identification. Many prominent poster schools existed, such as those in "Switzerland (Swiss), Germany (Austrian), Poland (Polish), Japan (Japanese), France (Italian), the Baltics (Baltic), and Ukraine (Ukrainian)." The communicative and aesthetic features of image formation were addressed within socio-cultural dynamics at different phases of societal development. Color would be highlighted as the most significant and appealing compositional element. The scientific originality of this study was to validate posters as a universal cultural property. Previous research has demonstrated that posters have a considerable influence on people's impressions of themselves and others.

(Yang et al., 2021)We have some impact from the visuals that we witness around us specially from Architecture. "Architectural heritage as a part of cultural heritage", how it leaves an impact on people with reference to the study conducted in Lama temple, China. The study

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also suggests that visual lays the foundation for further evaluation of the Architecture and our Cultural Heritage.

(Linda &Rawashdekh, 2021) in this study have studied the role of visuals in establishing a visual identification for a geographic location. In the study the researchers have taken Jordan as the sample city due to the conserved architectural heritage and the global identification of the city and how are these linked with each other. It was found in the study that graphics such as logo or other important markings used for marketing and promotional purposes, architectural designs and exhibitions have helped creating an image or visual identity using uniform patterns and designs.

(Alkhafaji et al., 2020)Cultural heritage is one area that has been attracting developers and researchers over the time so they could help in providing a better experience while visiting the sites with the help of technology. There have been few studies in the past that were only providing with models and frameworks, but this study is ahead of the other as it focuses on providing the visitors with better experience utilising advanced wearable technologies and satisfy the needs of the visitors.

(Crapolicchio et al., 2022) in this study has discussed about the representation of a tourism destination using two different case studies one in the slum areas of Brazil, and South Africa and another case study focusing on Indian images. Researcher took a bunch of images used by rich and abled people while visiting the slum areas and posting it over some social media platforms. Issues has been controversial since the beginning, but it has definitely affected the social and tourism image of that particular society.

(Mariani et al., 2018)Marcello in this study has discussed about the engagement of tourists on social media at national level and how the major travel and tourism companies in the country are putting Facebook at use to promote their business as indicated with the supportive data. The managed to analyse the frequency of post, post's engagement with people and it reach amongst the people. Photographs and visuals were the main criteria for the selection of posts included in research. It was found that travel organizations were using Facebook tactically with top-down approach.

(Shao et al., 2017) Analysed the perspective toward the to a particular city's destinations as there might be several tourist spots from different categories such as natural, cultural, architectural etc. Visuals are helping tourist in creating their perception towards a place and influencing their decision to travel the same. Study was conducted in Huangshan city in

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China and the tourist's behaviour, social media information's were a part of the analysis to identify, how it can be effective in improving tourism and urban planning.

(Rathore et al., 2017) Ashish in this research has investigated that why tourism sector is using social media for the promotional activities and used primary secondary approach for more clear understanding. Social media uses various platforms and connects a wide number of users, to share anything within a limited time, social media is one of the fastest growing tool/mediums in this digital age. Tourism sector in India is using social media across the nations to promote tourism and international tourism. Researchers in this study have taken a case study on Rajasthan Tourism and the social media usage in the state for promotion of tourism.

(Harrigan et al., 2017) Customer loyalty and customer engagement was not studied in depth prior to the CETB model proposed in 2014 with 25 item scale. It was given to understand that customer do follow a brand for the travel and tourism needs and similarly the tourism companies are also using social media to target their valued customers and retain them. Social media promotions and marketing campaigns follow visuals as it leaves a lasting impression and help in customer remembering and retention.

(Kolay, 2016) in his study analysed the use of new media and virtual media in preserving cultural heritage with reference to Indian traditional art. Study focuses on user driven approach while using new media as it is popular among youth. Games, animations, graphics, and other mediums are some of the commonly used tools for promoting the cultural heritage preservation and discusses the future possibilities of detailed exploration as the translation of certain dribble, visuals, literature will require some level of addressing.

(Luca, 2015) Researchers in this study has discussed about user generated content being shared on different social media platforms, a rapid change in preference of platforms such as Orkut to Facebook, Facebook to Instagram and Snapchat. Content shared over socialmedia is affecting the decision of other people from visiting a restaurant to buy some clothing or may be casting the vote, most of their decisions are influenced by social media content. Controlling the decision and making an income out of that same content are two different sides of social media usage, as some contributors have badges, some become official contributors in certain areas.

Summary of Review of Literature:

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Majority of the studies used in the review of literature for this study have been focusing on the conservation of Architectural by the means of promoting the tourism for the particular area. It was also made clear that Rajasthan Tourism Department (RTD) has been using social media for the promotional activities in the state and at the National and International levels. Social media users and content creator/influencers are also playing a vital role in promoting/encouraging the promotional activities originally initiated by the Tourism department, either by using some visual of the locations, or by using their strategies or folk music. In one way or another it was influencing the decision making of the tourists coming to the state of Rajasthan. But how this is helping the economy of the state, is tourism really getting benefitted by the promotional strategies used by the Govt. of Rajasthan.

Objectives:

A comparative study of Audio-visual strategy of Rajasthan Tourism Department and the change in economic data in the simultaneous time frame.

Research Methodology:

The research methodology is the content analysis for the present study. The data regarding visual content and media strategy for Rajasthan Tourism has been taken from the official Instagram handle of Rajasthan Tourism, for 2022 and 2021. Official reports on the Government website of Ministry of Tourism, Government of India. The data has been collected and analysed within the time frame of 2020 and 2021.

Interpretation and Analysis:

For the visual data, researcher has analysed the official Instagram account of Rajasthan Tourism, (@rajasthan_tourism), the account was created in 2015 and since than the profile has gained a followership of 400,000 with approximately 5300 posts. Out of the 5300, approximately 940 posts are posted as reels with an average viewership of 14000 views on each reel as of the latest posts. In the initial phase of this account the reach was only1500 to 2000 views, as the concept of social media marketing picked up the pace, RTD put in more efforts to gain more followers and a wider reach. They also launched many campaigns highlighting different attractions throughout the state and when it approaches a festival or event in the state, the concerned posts emphasis on that specific region. RTD is using Instagram to share information about important events, dates, schedules, and special

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attractions of that event. A recent post was used to announce the dates of Abhaneri festival followed by Jaisalmer folk and handicraft festival at Jaisalmer.

Rajasthan is the land of Royals, and state witness many architectural wonders that are a great attraction to National and International tourists. Rajasthan currently has 33 districts (Government of Rajasthan, 2022), but there were 23 districts after the independence and each district in Rajasthan has a fort or palace or havelis, a list of all the forts in Rajasthan is available on official website of Rajasthan Tourism (Rajasthan Tourism, 2022). Few forts situated on hill tops have been included in the list of UNESCO world heritage (UNESCO World Heritage, 2022) under the title "Hill Forts of Rajasthan".

(Ministry of Tourism, Government of Rajasthan, 2020) In the official report released by Government of India, Ministry of Tourism in 2020 had the mentions of foreign tourists visiting India and the State of Rajasthan and it registered a growth of 3.2% over the previous year with 10.89 million tourists coming to India and at the same time the revenue generated by foreign tourists had also witnessed a growth of 4.8%. Visa fee, visa availability, e-visa, e-tourist visa was some of the major facilities arranged while looking at the increased number of visitors and the facility was extended to 169 nations worldwide to attract more and more visitors. Many other schemes were also launched during the same time as there was a growth of 23.6% in e-tourist visa applications, Swadesh darshan, Theme based, pilgrim and spiritual, heritage driven, historical palaces and cities were the focus to implement such schemes and increase the visitors.

Govt. is working in collaboration with tourism stakeholders to develop sustainable tourism practices through MoUs. A few workshops were organized to educate the stakeholders in different cities of the nation. Under this practice the stay arrangements/ hotels were given category/rating as per the services offered by them. Few major categories were Heritage, Boutique, Legacy, Grand, Star rating etc.

"Incredible India 2.0" was a plan promoting tourism through content creation and putting Indian tourism at world platform. As there are variety of tourists across the globe and we require different strategies to attract them, another initiative was taken as www.Indiathelandofbuddha.in was launched in 2018 and started celebrating the Paryatan Parv (Tourism Day) at national level for a week in the month of October 2019.

A new term "Niche Tourism" was taken into consideration to overcome the aspect of seasonality and promote the tourism in the country 365 days. A range of categories were

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included in Niche tourism products such as Cruise, Adventure, Eco-tourism, Film tourism, Sustainable tourism etc.

Table 1 Details Released by Ministry of Tourism (data collected till 31-12-2019)

Sr. No.	Category	Approval Issued during the year 2019	Total approval issues till December 2019
1	Inbound Tour Operators	141	536
2	Travel Agents	54	226
3	Tourist Transport Operators	28	130
4	Domestic Tour Operators	41	160
5	Adventure Tour Operators	13	54
	Total	**277**	**1106**

Close to 25% of the total registered tour operators were registered in the time of one year only, where in the total number is referred to the overall number of registered operators. It indicates towards a growth in the tourism sector.

As we entered the 2020, the world was struck by a pandemic, and it was unfortunate for not just tourism but majority of the industries. Tourism sector had suffered a great loss, but it is getting back to normal again. Govt. of India released a report in the 2021 when things were starting to get to normal, further is the details from the report.

(Ministry of Tourism, Government of Rajasthan, 2021) As per the new numbers and figures, things were not great, foreign tourism witnessed a 48.6% downfall as compared to the previous year with a 76% downfall in the revenue generation. Govt. has taken this as an opportunity and started working immediately on identifying new sites that can be converted into tourism spots and approved a budget of 1200 crores. Ministry of Tourism (MoT) also extended the financial aid to ASI, PTI, ITDC to develop potential tourist destinations under their jurisdiction or create infrastructure for improving tourism and revenue in the coming years.

Table 2 Details Released by Ministry of Tourism on 31-05-2021.

Sr. No.	Category	Issued on 31-05-2021
1	Inbound Tour Operators	434
2	Travel Agents	183
3	Tourist Transport Operators	101

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4	Domestic Tour Operators	46
5	Adventure Tour Operators	138
	Total	**902**

As shown in the Table 2, there was fall in the registered operators throughout the nation, as compared to Table 1, the total number of operators was 1106 at the end of 2019 and it was only 902 as of the data issued by Ministry of Tourism on 31st May 2021. The fall in numbers was due to the pandemic as people were not stepping out of their place, travelling for leisure or work was not getting any consideration.
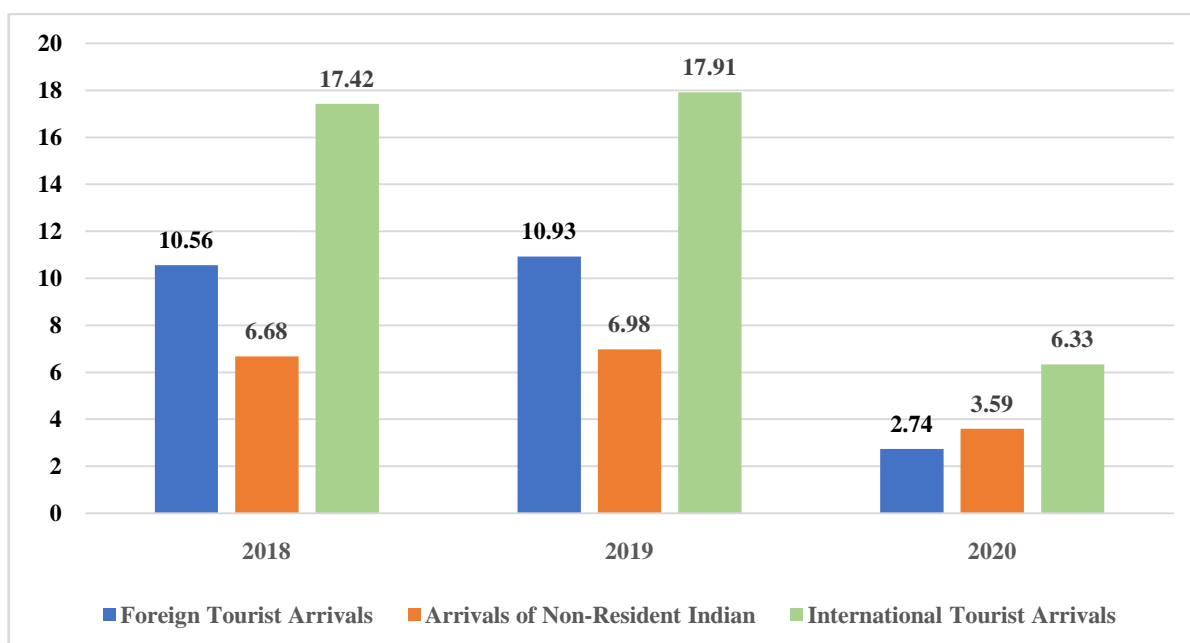
Source: Bureau of Immigration, Govt. of India.

Figure 1 Inbound Tourism in India

Data in figure 1 refers to the number of tourists arrived in India in various categories in three years' time frame (figures in Million), where it shows the contribution of visitors in terms of NRIs, Foreign and International arrivals to India.

Table 3 Inbound Tourism: Arrivals of Foreign Tourist (FTAs), Non-Residents Indians (NRIs), and International Tourists (ITAs) 2001-2020

Year	FTAs in India (in Million	Percentage (%) change over previous year	NRIs arrivals in India	Percentage (%) change over previous year	ITAs in India (in Million)	Percentage (%) change over previous year
2001	2.54	-4.2	-	-	-	-
2002	2.38	-6.0	-	-	-	-
2003	2.73	14.3	-	-	-	-
2004	3.46	26.8	-	-	-	-

Year					
2005	3.92	13.3	-	-	-	-
2006	4.45	13.5	-	-	-	-
2007	5.08	14.3	-	-	-	-
2008	5.28	4.0	-	-	-	-
2009	5.17	-2.2	-	-	-	-
2010	5.78	11.8	-	-	-	-
2011	6.31	9.2	-	-	-	-
2012	6.58	4.3	-	-	-	-
2013	6.97	5.9	-	-	-	-
2014	7.68	10.2	5.43	13.11	-	-
2015	8.03	4.5	5.74	5.7	13.76	5.0
2016	8.80	9.7	6.22	8.5	15.03	9.2
2017	10.04	14.0	6.77	8.8	16.81	11.8
2018	10.56	5.2	6.87	1.4	17.42	3.7
2019	10.93	3.5	6.98	1.7	17.91	2.8
2020	2.74	-74.9	3.59	-48.6	6.33	-64.7

Source: Bureau of Immigration, Govt. of India.

As shown in Table 3, There was a gradual yet uneven rise over the years in terms of foreign tourist visiting in India. As the data shows, since 2001 to 2019, things were in order and in place and there was a pattern after every couple of years generally, there was in increase in the number of international visitors, and it was growing to a higher level after each year. 2020 was the time when the data indicates the great fall in numbers, as the pandemic strikes in the beginning of the year, but as things started to become normal people stepped out again for travelling different parts of the world.

Table 4Estimates of Foreign Exchange Earnings (FEEs) in US $ Million from Tourism in India 2001-2020

Year	FEE from Tourism in India (IN US $ Million)	Percentage (%) change over the previous year
2001	3198	-7.6
2002	3103	-3.0
2003	4463	43.8
2004	6170	38.2
2005	7493	21.4
2006	8634	15.2
2007	10729	24.3
2008	11832	10.3

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2009	11136	-5.9
2010	14490	30.1
2011	17707	22.2
2012	17971	1.5
2013	18397	2.4
2014	19700	7.1
2015	21013	6.7
2016#2	22923	9.1
2017#2	27310	19.1
2018#2	28586	4.7
2019#2	30058	5.1
2020#2	6958	-76.8

Source: (i) Reserve Bank of India for 2000-2015; (ii) Ministry of Tourism, Govt. of India for 2016-2020 (#2)

As the data indicated in previous tables, there was a growth in foreign exchange earnings (FEE) over the years, and there was a steep downturn in the beginning of 2020 as the pandemic struck the world and not just the Indian tourism industry, but the whole world witnessed and sailed through the same situation.

Table 5Number of Domestic Tourist Visits to allStates/UTs in India, 2001-2020

Year	*FEE from tourism in India (in US $ million)*	*Percentage (%) change over the previous year*
2001	236.47	7.4
2002	269.60	14.0
2003	309.04	1406
2004	366.27	18.5
2005	392.04	7.0
2006	462.44	18.0
2007	526.70	13.9
2008	563.03	6.9
2009	668.80	18.8
2010	747.70	11.8
2011	864.53	15.6
2012	1045.05	20.9
2013	1142.53	9.3
2014	1282.80	12.3
2015	1431.97	11.6
2016	1615.39	12.8
2017	1657.55	2.6

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2018	1853.79	11.8
2019	2321.98	25.3
2020	610.22	-73.7

Source: State/Union Territory Tourism Departments

As the table 5 suggests, not just the foreign but also the domestic tourism was also witnessing the same growth until 2020, the numbers were comparatively less, but it was seeing a growth over the years.

The gradual and constant rise indicates that the strategies and promotion campaigns taken into consideration by the department of tourism were getting visible results. Not just domestic but also the international tourists were also rising till 2020. Govt. has begun to think of the alternative options in terms of sustainable tourism, eco-tourism, adventure tourism and much more to attract more visitors to India. As we have seen in the table 5, figures show the data of FEE only for last two decades. And it is very evident that there was a rise in the number of visitors over the years, sometimes it was a little higher, sometimes a little less but the fall that was witnessed in 2020 was unforeseen and quick. We analysed the further data that suggested that by the end of 2020 people were putting more efforts than ever to go places.

Conclusion:

To attract consumer attention, clients and visitors need to be aware about a brand or product. Visual literacy helps in generating awareness about a brand or product. Visual literacy is an effective tool for communicating messages,thus, visual literacy is being used by the State of Rajasthan for promoting its Architectural heritage which is considered as a visual display of culture and tradition. Online campaign where MoTreleased information from the pages of "Rajasthan Tourism" website, Rajasthan Government was spreading information about tourism attractions in various states it was linking with people via various media. The promotion of cultural heritage by using various visual tools for the promotion at the various social media platforms. This includes a combination of many forms of art, culture, architecture, folk music, folk dance, crafts, etc. The study found out that not just any image can be used for the promotion, but it must be selective to attract people.

The data collected and analysed from official websites for Ministry of Tourism, and Government of India has also indicated that the strategies used by Rajasthan tourism, Govt. of India on various social media platforms and it was a successful strategy as the results were visible when we looked at the numbers and figures provided by the official sources.

Pandemic was a big hurdle in the growth of tourism industry, but as the time went by, we could see that by the end of 2020, we started to see a rise in the number of tourists, and the things will get back to normal.

The data in the current reports is till the end of year 2020, there could be another study in future which discusses in detail about the implementation and effectiveness of the strategies used by the Tourism Department of Rajasthan.

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