MANAGING URBAN HERITAGE TOURISM: A CASE STUDY ON HERITAGE POTENTIAL IN JABALPUR (MP)

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ABSTRACT

Cultural Heritage tourism can encourage the revival of traditions and the restoration of sites and monuments. But unbridled tourism can have the opposite effect. Tourism is growing and will have an increasing impact on cultural heritage. In its forecast Tourism: 2020 Vision, the World Tourism Organization (WTO) predicts that cultural tourism will be one of the five key tourism market segments in the future, and notes that growth in this area will present an increasing challenge in terms of managing visitor flows to cultural heritage.

Jabalpur (Hindi: जबलपुर) is a city in the state of Madhya Pradesh in India. Jabalpur is the administrative headquarters of Jabalpur district and Jabalpur division. Jabalpur is one of the largest city in Madhya Pradesh as Jabalpur was the 27th largest urban conglomeration in India in 2001 (2001 Census). Jabalpur is a blend of glorious historical past and possesses heritage (natural & men made) monuments cover the period from 3rd century B.C. to modern period. They are not only important for their architectural composition but also the scenic beauty of the site.

Unlike the other metro city of India, Jabalpur is also expanding to modern city and urbanization taking place at high rate. Improvisation / conservation of urban heritage directly conserve the history and character of the city. Encroachments, inadequate municipal services and insensitive building control mechanisms are leading to the chaos in the urban landscape in the city.

This paper is focus on analyzing the modern heritage status of the city Jabalpur and how the various heritage constructions can be utilize as tourism resources for increasing tourism activities.
at Jabalpur. Suggest some practical measures and strategies to bridge the gap between urbanization impact and managing heritage tourism resources in Jabalpur and most importantly creating the sense of pride among the citizens of Jabalpur through the combined support of all tourism stakeholders of the city Jabalpur.

**KEY WORDS:** Culture, Heritage, Heritage Tourism, Urbanization, Potential, Conservation

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