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**TOURIST INTERPRETATION CENTER AT MURUD**

**BY –AFFAN CHAPEKAR**

A Report Submitted In Partial Fulfillment Of The Requirements For  
The Degree Of Bachelor Of Architecture.



# TOURIST INTERPRETATION CENTER AT MURUD

**SUBMITTED BY**

AFFAN AMANULLAH CHAPEKAR

**A REPORT**

Submitted in partial fulfillment of the requirements for  
the degree of Bachelor of Architecture.



**University of Mumbai**

2020-2021

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AIKTC   
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**CERTIFICATE**

This is to certify that the Design Dissertation titled

Tourist Interpretation Center at Murud is the bonafide work

of the student Affan Amanullah Chapekar from Final Year B. Arch of AIKTC School of

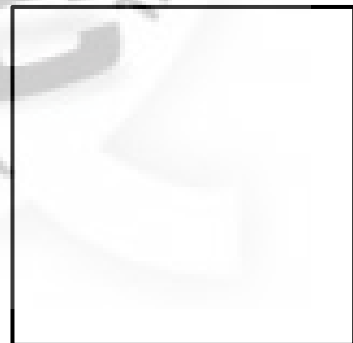
Architecture and was carried out in college under my guidance.

**Sign of the guide:**

Name of the guide: Prof. Parag Rawool

Sign of the Dean: Prof. Raj Mhatre

Date:



## DECLARATION

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“Tourist Interpretation Center at Murud \_\_\_\_\_”

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Name of the Student: **AFFAN AMANULLAH CHAPEKAR**

Roll No: **16AR03**

Date: **12 Dec 2020**

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## 1. Abstract

This research is an attempt to explore the perspective of tourism, specifically cultural tourism and the way it can be a catalyst to transform the place and its timeline. For this research considering scenario of coastal town of murud janjira in raigad district of Maharashtra., which identifies with a cultural heritage, natural and geographical context.

The necessity of implementing the tourist center is to connect the locals and the tourist to promote cultural heritage, was a subject pursued in the study, the reason of this choice deriving from the fact that the cultural heritage, naturally and geographically surrounded area offers great opportunities for development. So the purpose of the research is to follow the development of the tourism field and, based on some present information, to make a future forecast for some specific indicators, to highlight the representative aspects related to the development and capitalization of intervention of tourism opportunities and local engagement. It leads towards the architectural intervention of tourism that is opportunities for the local stakeholders and residents to elevate their economic and social status of Murud Janjira.

*Does  
Tourism  
Play  
An  
Integral  
Role  
In  
The  
Growth  
And  
Transformation  
Of  
Place?*

Architecture is not about an image, it is about sensibility. By ar. *Bejoy Jain*.

Architecture can attract tourists to a specific destination which also depends on tourists needs and interest as well as the possibility of a destination to satisfy those needs.

## 2.1 Introduction

Tourism is a sector that is constantly growing since the world has known life. Man has travelled for food, water, shelter in the primordial ages, and today, the reasons for travel have grown exponentially ranging from architectural to Adventure. Tourism comprises of activities of a person staying at a place for not more than one consecutive year for business, leisure, education or some other purpose, outside their usual environment or home. As an industry, tourism can have positive as well as negative impacts in the host society. The impacts include economic, social and environmental impacts and it is in best taste to promote tourism with all the positive impacts optimized and the disadvantages minimized.

World tourism is considered as a significant factor in the economy of many nations. India, being a culturally and geographically rich country, has abundant scope for developing its tourism sector, which in turn, can help in the economic growth and cultural exchange globally. Today tourism related infrastructure in various parts of the country has improved the quality of life of the local people and helped to promote. Tourism has contributed to increase awareness about conservation of the environment and the cultural heritage. Tourism is the fastest growing industry in modern world. People have always travelled to distant parts of the world to see monuments, arts and culture, taste new cuisine etc. The term tourist was firstly used as official term in 1937 by the League of Nations. Tourism was defined as people travelling abroad for period of over 24 hours.

Where such case of Murud being the ideal and the coastal town of Raigad surrounded by Arabian sea on one side and lush green ecology on the other holding the strong history of the region invites lots of tourist through out the years, as beaches, forts, Nawabs palace, waterfalls, wildlife, religious places, and the scenic beauty being the main attraction of tourist which are well connected by the road network. As the increase in tourism the demand for development also increases which not only includes the accommodation but the amenities, which Murud lacks in such to provide. A centre which will serve the purpose of not only connecting the people but also engaging in various programmes of local culture which will give exposure to local people to generate economy, skills can be develop and indigenous knowledge can be shared and explored.

### 5 reasons why to travel.

Travel to learn.

Travel to escape.

Travel to discover.

Travel to interact.

Travel to experience.

## 2.2 Aim

To develop a design solution of the tourist interpretation centre create an opportunity to the local people as well as the tourist to get the essence of the context by the means of sharing knowledge.

## 2.3 Objective

The prime objective of the research is to study about murud.

- To look on the aspect of sustainable development that environmental, experiential, will incorporate socio-cultural, and economic dimensions of development.
- To make the space a center of public interaction and activities that reflects the people of the region.
- To design recreational environment for the visitors through varieties of facilities and functions.
- To understand the potential of the region.
- To develop a critical awareness of the ways in which tourism can enhance the welfare of people and protect natural and cultural heritage.
- To investigate the need and the remedial solution.
- To design promoting economic opportunities to site neighborhood by creating interactive ground for locals and visitors so that there may be interchange of ideas and cultural demonstration.
- To do analytical study of culture, bio diversity, flora fauna, applicable building regulation climatic and energy consumption issues, locally available building material, architecture and construction techniques.

## 2.4 Scope

- Studying the town with respect to history, culture, people, religion, etc.
- Assuming the rate of growth as a tourism sector a source of income.
- Light on the potential of tourism in murud janjira, considered as one sector that shall propel growth, enhance employability and result in community development.
- The study shall also look at solutions to increase employment and boost the economical status of the people through means of tourism. It also inquires about promotion and proposal of more social spaces for festival gatherings at the town.

## 2.5 Limitation

Research study is restricted to Murud Janjira as an area and the aspects of tourism development.

# OVERVIEW OF TOURISM, SUSTAINABILITY AND THEIR ARCHITECTURAL SIGNIFICANCE.

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## 3.Chapter -1

### 3.1 Tourism

#### Introduction

There are various definitions of tourism. Theobald (1994) suggested that etymologically, the word "tour" is derived from the Latin '*tornare*' and the Greek '*tornos*,' meaning '*a lathe or circle; the movement around a central point or axis.*' This meaning changed in modern English to represent 'one's turn.' The suffix -ism is defined as 'an action or process; typical behavior or quality' whereas the suffix -ist denotes one that performs a given action. When the word tour and the suffixes -ism and -ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey that is a round trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist.

*Source - en.wikipedia.org/wiki/Tourism*

As it is in human nature to travel, which is one of the reasons why tourism is one of the fastest growing industries, people have built and discovered new architecturally attractive places throughout the history.

Tourism is experience based industry and visitor experiences along with satisfaction is essential for its success. Visitors are the backbone of the tourism industry. Without them, it cannot grow. In order to ensure the existence of tourism business, it is essential to know visitors and their experiences. Exploring their experiences provides an opportunity to know their expectations and satisfaction level, which contribute to the future developments.

A new group of tourism clients has emerged who are demanding different activities, experiences and approaches to tourism from the industry: ' these are the ecotourists – people who require environmentally compatible recreational opportunities, where nature rather than humanity predominates'.

### 3.2 Meaning of Tourism:

Tourism is a phenomenon of the modern times. In past it was simple but today it has become a very complex activity encompassing a wide range of relationships. It is movement of people away from their normal place of residence and responsible for creating number of activities and effects at tourist place. Tourism is a service industry, consisting of transportation, accommodation and hospitality. The term tourism and travel are often used interchangeable though literally there is difference. Tourism is multi - faceted phenomenon which involves movement to stay in destination outside the normal place of residence.

According to Tourism Society in Britain, “Tourism is the temporary short – term movement of people to destination outside the place where they normally live and work and their activities during the stay at their destinations, includes movements for all purposes, as well as day visit or excursions”.

All above definitions bring out the following distinct features of tourism .

Involvement of a mobile population of travelers who are stranger to the place they visit.

Stay is of a temporary nature in the area visited.

It is essentially a pleasure and recreational activity.

Their stay is not connected with any remunerated activity or any activity involving earnings.

The official accepted definition in the report is: “Tourism comprises the activities of persons travelling to and staying in place outside their usual environment for leisure, business and other purposes”.

#### **Smart tourism: How to be a smart tourist by- Kristin Weis- TEDx Herndon**

A case of coastal area and the relation - a soft sandy beaches, scenic jagged cliff and the escape from the daily lives that coast often represent to but the problem is to escape from lives to take a break from responsibility. The dynamic that is one the tourist as a consumer and the places are the product. The people who visit the places as a tourist and start to think about ways that can participatory is called as a smart tourism. A tourism can support economic growth and environmental conservation that it can encourage in tourist to communicate and interact to develop empathy and architectural understanding and even supports communities. How one can bring positive impact as a tourist to travel places is to understand the dynamic and the relationship between a visitor and a host, respecting the locals- use reusables, contributing money and supporting the local community and environment.

### 3.3 Characteristics of tourism are:

**1) Involves travel to the natural destination.** These destinations are often remote areas, whether inhabited or uninhabited, and are usually under some kind of environmental protection at the national, international, communal, or private travel.

**2) Minimize impact.** Tourism strives to minimize the adverse effects of hotels, trails, and other infrastructure by using either recycled or plentifully available local building material, renewable sources of energy, recycling and safe disposal of waste and garbage, and environmentally and culturally sensitive architectural design.

**3) Builds environmental awareness.** Tourism means education, for both tourist and residents of nearby communities. Well before the tour begins, tour operators should supply travelers with reading material about the country, environment, and local people, as well as a code of conduct for both the traveler and the industry itself. Ecotourism projects should also help educate members of surrounding communities, schoolchildren, and the broader public in the host country.

**4) Provides direct financial benefits for conservation.** Tourism helps raise funds for environmental protection, research, and education through a variety of mechanisms, including park entrance fees; tour company, hotel, airline, and airport taxes. And voluntary contributions.

**5) Provides financial benefits and empowerment for local people.** Tourism holds that heritage and other conservation areas will survive only if, there are happy people around the perimeters. The local community must be involved with and receive income and other tangible benefits (potable water, roads, health clinics, etc.) from the conservation area and its tourist facilities.

**6) Respects local culture.** Tourism is not only “greener” but also less culturally intrusive and exploitative than conventional tourism.



### 3.4 The Purpose Of Tourists

The purpose of tourists is to get rid of from the daily routine work, hectic life. People want relief for their mind also wish to enjoy nature. The mainly visit to cultural heritage site, religious places, historical places. The main intension is to get together with friends and relatives, experience adventure, bird watching, entertainment, relaxation and refreshment of body, seeking knowledge of geographical features and travel for business meet.

### 3.5 Functional And Behavioral Characteristics Of Tourists

A tourist is the backbone of the tourism industry. Tourists are satisfied with tourism activity and its products, so they can enjoy more and visit again and again to the destinations of the district. Therefore the study of the functional and behavioral attitude of the tourists is essential for the promotion of tourism.

### 3.6 Elements Of Tourism Which Attract Tourist

The main elements of tourism to attract tourist to a particular destination fall under following categories: 1) Pleasant climate 2) Scenic attraction 3) Historical & cultural attraction 4) Accessibility 5) Shopping 6) Adventure 7) Variety of cuisines 8) Accommodation 9) Relaxation & recreation 10) Health - care projects.

Therefore, it has been rightly said that the core concept of tourism revolves around for 4 A's

- Attraction
- Accessibility
- Amenities
- Ancillary services.

### 3.7 Why does tourism industry matter?

When tourism developed correctly, it may improved a condition in many ways, from infrastructure to offering jobs. The share of tourism in economic welfare in the region depends on the quality and the amount of revenue tourism brings.

### 3.8 Forms of Tourism

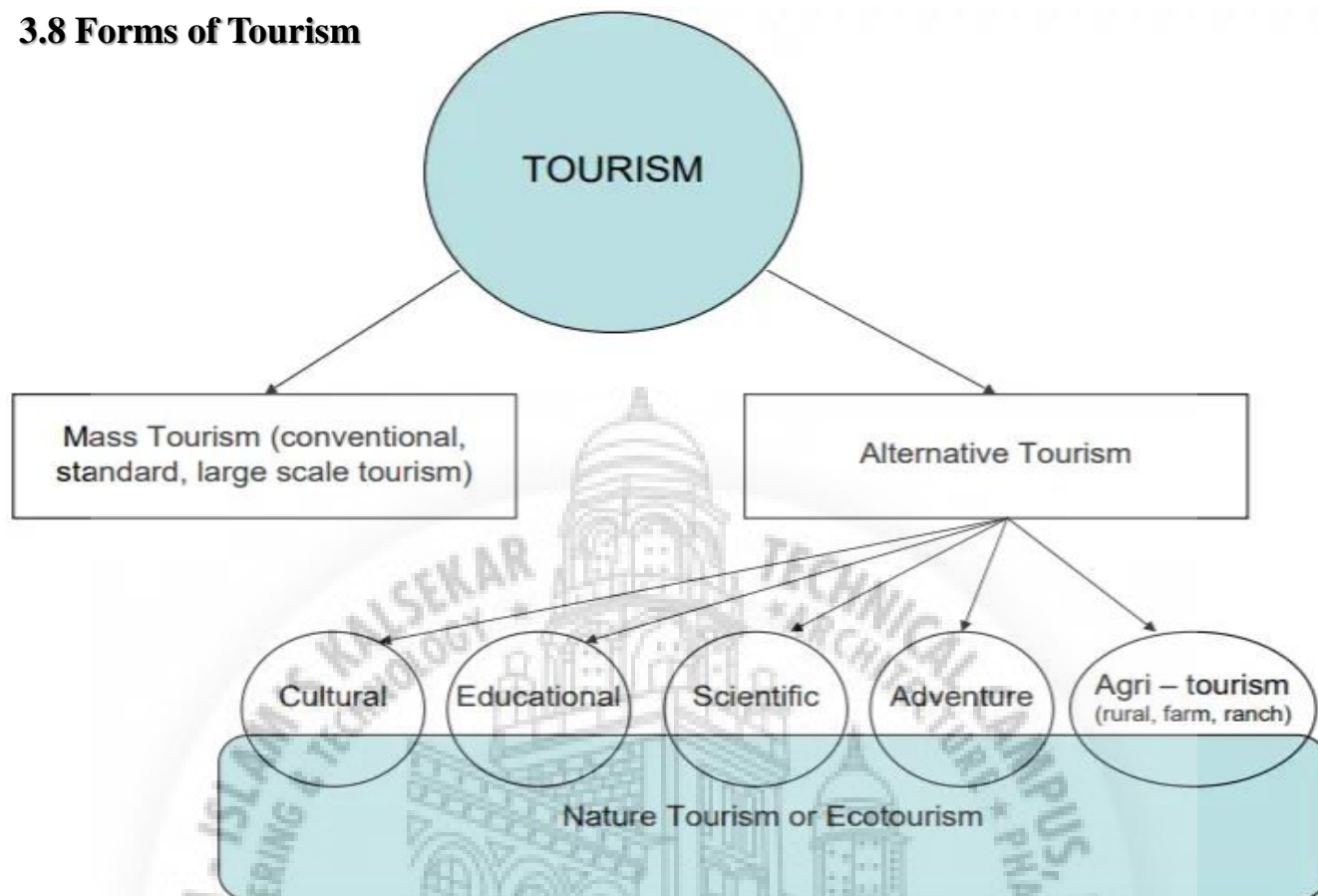


Figure 1 The role and place of cultural tourism within alternative tourism  
 Src : Ontario Cultural and Heritage Tourism Product Research Paper

### 3.9 Nature Based Tourism and Ecotourism

Ecotourism and Nature based tourism has almost similar kind of definition where Ecotourism is defined as travel with responsibilities to natural places which conserves the environment and at the same time it is also need to be good advantages with local people. While nature tourism is simply described as travel to nature areas. Ecotourism is type of nature-based tourism that gives reimbursement to the local communities and people, which makes benefits to local environmental, cultural and economical. Ecotourism is based on the natural environment which focus on its biological, physical, and cultural features. The five key principles of ecotourism are nature based, ecologically sustainable, environmentally educative, locally beneficial and generate tourist satisfaction.

Nature Based tourism has been defined by Weiler and Hall as: A broad spectrum of touristic activities, often commercialized and involving an interaction with the natural environment away from the participant’s home range. According to Goodwin nature based tourism includes all tourism forms which Nature-based, tourism encompasses all forms of tourism - mass tourism, adventure tourism, low-impact tourism, ecotourism - which use natural resources in a wild or undeveloped form including species, habitat, landscape, scenery and salt and freshwater features.

### **3.10 Heritage/Archeological Tourism:** As per Karma and Chand (2004)

the term heritage tourism refers to tourism in the natural, cultural and built-environment of an area providing the tangible links between past, present and future. It has developed as an international phenomenon, based on the historical and cultural resources of tourism destinations. It has categories in two forms; one is tourism to place of genuinely high esteem for their historical and environmental importance, and tourism to nostalgia where heritage tourism is more important as a marketing approach and promotional theme than genuinely significant. This type of tourism includes the live and artistic forms of human expression (painting, sculptures, museums, theatre, and folklore) referred to as arts along with historical tourism, ethnic tourism, and eco/nature based tourism.

### **3.11 Cultural/heritage tourism**

Cultural/heritage tourism can act as a catalyst for cultural conservation and capacity building. A community may benefit by improved preservation and architectural/landscape restoration from revenues generated by tourism revenues along with contributions from local businesses and interested residents. These restoration activities in turn can provide learning opportunities for residents.

**3.12 Leisure Tourism:** The highest motivation/reason for the tourism is leisure/pleasure/change from the routine life which revives the energy of life. For leisure basically tourist prefers the beaches and hill stations now also covering the, night stay at sanctuaries and parks, house boat stay. Maharashtra has the highest range of tourist destinations for the leisure tourism with varied kind of culture, cuisine and nature. These places made specialized destination for the tourist and thus should be promoted accordingly, like Mahabaleshwar, Matheran, Lonavla, Kahandala and Panhala. The beaches of coastal Maharashtra and other hill stations should be promoted for leisure tourism.

The great diversity of richness to offer to the tourists. Maharashtra is an embodiment of the natural beauty and grace, with dense forests, heavy rains during monsoon, innumerable varieties of flora fauna, folk music, dances and festivals, variety of many delicious dishes, and above all its green landscape representative of the region, will be the center stage of tourist attraction.

## Interpretation

The action of explaining the meaning of something.

**Interpretive centers** are informal education venues in which a place of interest such as a state/provincial park, wildlife preserve, historic building, or archaeological site is designed to afford the general public an opportunity to better understand the natural or cultural heritage of the site.

### 4.1 Interpretation in Cultural Tourism

One of the rules of thumb in tourism is that visitor demand depends on and is based on attractions. That is the key element of supply.

Attractions and interpretation necessitates considering why a visitor at any time would like to visit a place, event, an exhibition or a site. People can have many reasons or motivations that would make them visitors. These include cultural appreciation, education, entertainment and social interaction. The number and variety of motivations making people become visitors are just about innumerable. All of the above-mentioned motivations, or maybe even more, could be mapped at any time at an attraction, i.e. different people with different backgrounds and needs are together at the same time. This pay special attention to the attraction visitor interpretation triangle.

### 4.2 Interpretation as Communication

The most common approach to describe the role and meaning of interpretation is to define it as a form of communication, in which information flows between the parties involved. Information as a very valuable raw material has become an integrative part of our life. From the point of view of interpretation, information flow means communication between the visitor and the interpreter or the attraction itself . Of course, interpretation has very close links to information flows, as one of its main roles is to transmit certain messages to the receivers, i.e. in this context, to visitors.

According to Rennie (in Knudson et al ., 1995 ) interpretation seeks: . to increase the visitor's understanding, awareness and the appreciation of nature, of heritage and of site resources; . to communicate messages relating to nature and culture, including natural and historical processes, ecological relationships and human roles in nature; . to involve people in nature and history through first-hand (personal) experience with the natural and cultural environment; . to affect the behavior and attitudes of the public concerning the wise use of natural resources, the preservation of cultural and natural heritage, and the respect and concern for the natural and cultural environment; . to provide an enjoyable and meaningful experience; and . to increase public understanding and support for the agency's role, its management objectives and its policies.

The main objectives of interpretation relate to assisting visitors in developing a keener awareness, appreciation and understanding of the areas they are visiting.

### **4.3 Interpretation and Environmental Psychology**

Visitors at destinations are basically purchasing experiences. This is why the tourist industry is labelled as an experience industry. Experiences, however, are created by the person him- or herself. Interpretation can only make attempts to influence it. Experience is or can be very subjective and it is specific to a person. In order to understand how these experiences are created and what factors can have an influence on them, it is necessary to understand the information-gathering and experience building process of human beings.

### **4.4 Community Participation**

The reasons for community participation in tourism development are well rehearsed in the tourism literature and it is widely accepted as a criterion of sustainable tourism. As a service industry tourism is highly dependent on the good will and cooperation of host communities.

Service is the key to the hospitality atmosphere (Murphy, 1985: 120) and community participation can result in an increased social carrying capacity. Support and pride in tourism development are especially the case in cultural tourism where the community is part of the product. Furthermore, involvement in planning is likely to result in more appropriate decisions and greater motivation on the part of the local people. Community participation is considered necessary to get community support and acceptance of tourism development projects and to ensure that benefits relate to the local community needs.

### **4.5 Economy generation**

Tourism flow depends on pull and push factors. Push factors depend on the stage of economic development in generating market, number of holidays available and income. Also pull factor influence on tourist flow, it includes accessibility and the relative cost.

Due to growing economic significance of tourism, it has a spectacular increase in tourism worldwide and increase in tourist earning. That money is absorbed by the local economies of the nation, and helps to increasing jobs as well as opportunities. Tourism mostly depends on the range and types of accommodation available at the destination. Accommodation is a core of the tourist industry, and plays a distinctive role in the development of this ever - expanding industry. Tourism also tends to give support to local and cultural activities; both in urban and rural areas. Expenditure by tourists has a multiplier effect and also generates considerable tax revenue for local economy.

## 5 SUSTAINABILITY in TOURISM and ARCHITECTURE

According to the article, **The Reciprocal effects of Architecture and Tourism: The Sustainability Approach**, “Tourism and architecture may be connected to the benefit of the two and ultimately to the benefit of the people. Today people earn more and demand more. This includes almost everything from food to clothes and to tourism. For food and clothes there is more production and for tourism there are newly discovered natural and man-made attractions. Architectural elements are one of the categories demanded by tourists. However, care must be taken to protect the architectural qualities of a city, region or country.

Tourism should provide ways of escaping from periodical pressures and tensions people are facing in today’s society and create the opportunities for tourists to be relaxed and happy in places they travel.

Cultural/heritage tourism can act as a catalyst for cultural conservation and capacity building. A community may benefit by improved preservation and architectural/landscape restoration from revenues generated by tourism revenues along with contributions from local businesses and interested residents. These restoration activities in turn can provide learning opportunities for residents.

Therefore, one of the main aims of sustainable tourism should be planning and designing accommodations with careful consideration and suitable to the ecosystem. In fact one of the most important issues in sustainable development of tourism resources is the consideration and expansion of design and construction standards in order to reach an optimum use of energy, water and land resources. This in turn will result in an effective management for preserving the natural and built attractions in tourism industry.

Sustainable planning and design in architecture can develop the indigenous abilities and potentials of an area by using the traditional knowledge and skills of that area. Where local and indigenous materials and methods are used, buildings can be more durable and economical, while at the same time they can be more environmentally ecologically friendly.

“Sustainability means need of the present without compromising the ability of future generations to meet their own needs”

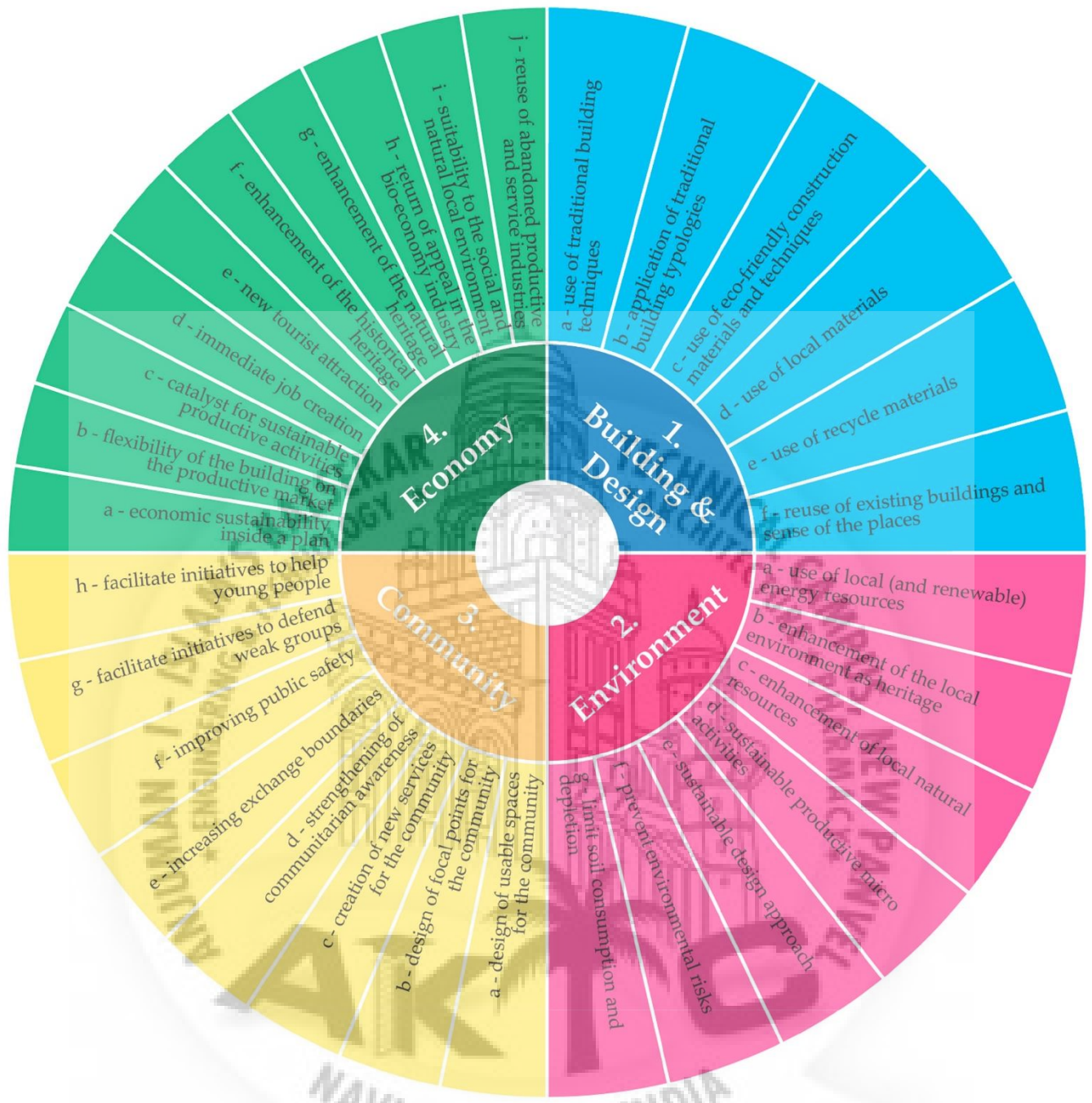


Fig 2 - Goals and the strategies for sustainable project.

**Inference-** How the integration of design, environment, community participation and economy helps to form a center succeed in a proper manner.

“Sustainability means need of the present without compromising the ability of future generations to meet their own needs”

## 6.1 ARCHITECTURE AND TOURISM

Architecture and tourism have been closely related activities. Universally, they both rely on each other. Tourism leads to overall development of the place. With the advent of architecture and usage of materials, the perspective towards building has also changed. Developing a tourist culture in an sensitive place or where the modern facilities didn't reach is a risky factor. Tourism developed on ecological surroundings of a particular place which has a unique ecology and has ability to attract tourists. So when it comes to ecotourism, architecture plays a wide role in its development as well as its working. For any place to generate tourism, architectural development is what one seeks apart from the attractions of the place. Context oriented architecture is mostly a byproduct of vernacular architecture. It is not always important that contextual architecture is vernacular. It depends on the surrounding of the place.

Architecture has the talent of defining spaces and therefore has a powerful influence on the human behavior and understanding and this is exactly what is always taken into account in sustainability, maximizing economic benefit and preserving the ecosystem.

Konkan tourism sector is experiencing phase of rapid growth, driven by flourishing middle class, increased spending by domestic and foreign tourists, development of infrastructure and support of the Government. Raigad is one of the most unique and beautiful Ecosystems. It has been attracting tourists from all over the country in increasing numbers.

To portrays the culture and architecture of the place as well as helps to maintain the ecology of the place by being vernacular and sustainable.

Reasons **why architecture and tourism** are related:

1. Architecture expresses culture.
2. Architecture helps to establish the connection between indoor and outdoor spaces.
3. Construction style with respect to local craftsmanship, materials and climate.



## 6.2 SUSTAINABLE TOURISM IDEAL TYPES

*Sustainable Tourism: Theory and Practice by David Weaver 2006*

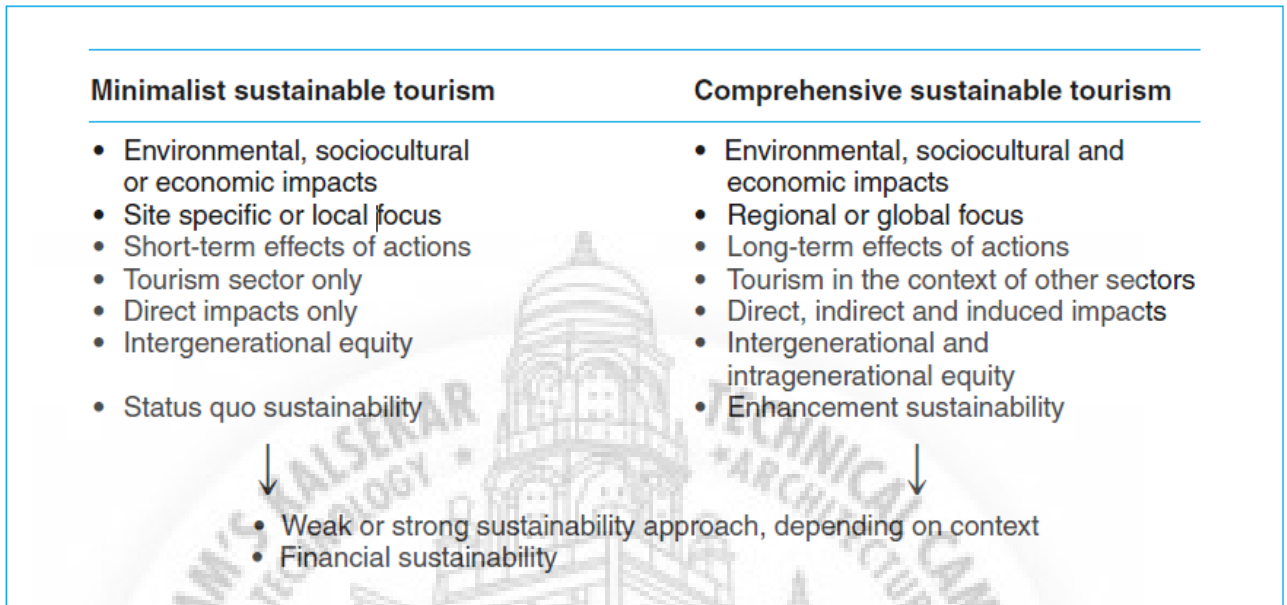


Fig 3- Minimalist and Comprehensive Sustainable Tourism Types

The tourism in sustainable manners incorporates in minimal and comprehensive tourism where both are depend on context, approach. where In minimalist sustainable tourism which approach described above, priority is given to environmental or sociocultural and economic impacts within a particular site without considering sectors other than tourism. Attention is also focused on sustaining the status and addressing short-term direct impacts only.

At the other end comprehensive sustainable tourism is holistic in approach, environmental, sociocultural and economic impacts within context. This context encompasses the entire array of destination settings and therefore weak and strong approaches will both be incorporated into strategic.

Ecotourism or the nature base tourism is a niche form of tourism that follows sustainable development principles. This means that ecotourism is a type of tourism and sustainability is the approach that drives this form of tourism. All true forms of ecotourism are sustainable but not all forms of tourism that follow sustainable practices are considered ecotourism. Ecotourism is the exemplary niche of tourism that follows the practices of sustainability.

## 7 Accommodation And Tourism Development

Tourism Development And Its Sustainability, Surya Poudel 2013

Tourism is a rapidly growing phenomenon and has become one of the largest industries in the world. It has been developed for a variety of reason. Tourism has been an effective mean of developing socio and economic aspects in the destination areas. On the one hand, tourism has positive impacts on developing the socio-economic and cultural aspect in destination, for instance, by creating new opportunities of employment, widening cultural understanding by creating awareness and respect for the diversity of culture. On the other hand, the tourism industry has been criticized because tourism has failed to fulfill peoples' expectations. Its negative impacts concerning the environment and local cultural aspects and way of life of destinations have been that incoming culture through tourists might lead the host community to adopting the incoming culture and way of life, and forgetting its own culture and tradition. Furthermore, in recent years tourism has been criticized as a factor of causing environmental insatiability and global warming.

### Inference

As rapidly growing tourism, the nature of the destination also changes so to control or conserve the actions must be taken before it became adaptable. So the need of an sustainable module could be derived without disturbing the environment, sociocultural aspect of the area, and can create opportunity to the people of the region

**Tourism Infrastructure in Maharashtra on course but distant from realizing its true potential.**

*January 1, 2018 / Dr. Kiran Nanda (Economist)*

### Maharashtra's Infrastructure Tourism

Maharashtra Tourism's new initiative — Maharashtra Unlimited — is an umbrella programme to boost tourism infrastructure. The upkeep and development of the forts has been the focus of the tourism department since long. Plans are afoot to develop the government area around forts by introducing tourist amenities like tents and hotels. The state also plans to develop Konkan coast on the lines of amenities and tourist facilities as developed in other coastal regions like Goa and Kerala.

With a mature tourism industry, the vision to make an attractive destination for investment will get a boost.

## **Pointers which can make a unique tourist center as a destination.**

1. Compiling a detail history of the Region.
2. Information on types, architecture and locational aspects of forts. Location map of these forts.
3. History of these forts.
4. Maps and Pictures of these forts.
5. Strategic importance of its location.
6. Other facilities of tourist interests.
7. Museum with replicas of navy ships, forts weapons, boatbuilding techniques, maritime heritage etc.
8. Information booklets with thematic maps providing tourist information.

### **The Facts: - Sightseeing**

1. Murud offers sights in three main categories viz. Beaches, Religious places like temples, Sea Forts and other historical monuments.
2. Murud is rich with natural wealth like flora and fauna. Sea life and geological specialties etc.
3. In spite of such variety of sights, the attractions are not well maintained. Especially the sea forts and other monuments.
4. No authentic information available in a systematic way.
5. Reliable local sightseeing tours are not available.
6. No planned efforts to devise or develop any attraction or sightseeing tour.
7. No special efforts either at MTDC level or at local level to attract the tourists or to improve the quality of the attractions or various facilities at the attractions.

## 9 Destination identity

The most successful tourism destinations are the ones, which do have something unique: they have a sense of place and an identity, which is different from its competitors. It is easy to do benchmarking and take inspiration from similar destinations, which are successful destination should always focus on its identity and unique factors. The problem is there are never two destinations exactly the same not in terms of what they can offer or whom they attract. Even if destinations are very similar to each other, it does not mean equal success in the tourism business. Destinations should not focus on the similarities but on differences. From differences they can find their way to success. (Godfrey & Clarke 2000, 7.)

Destination is usually the unit of action where companies, service providers, organizations, locals and visitors, interact through the cocreation of experiences. And tourism is always more than a product, it's an experience. Tourism destinations have promoted themselves throughout the history of attracting visitors in different ways. Some destinations have become extremely popular and others have remained less familiar despite the time and money spent. Destination branding has become very popular through the assumption that destination images are the main influence over customer choice for a destination.

So where to start?

How we can attract tourists?

It is important to build an identity or an image for a destination. This usually needs activities from a destination-marketing organization to improve positive images of the destination. The aim for the promotional activities should deliver a projected and desired image of the destination. The factors for the destination image formation model into demand and supply factors.

This division of destination image led to two focuses; a focus on supply- side aspects, like marketing operations and a focus on demand- side aspects, like tourist decision-making. the supply- side and demand- side image concepts in a simplified form to demonstrate the main concepts on both sides. Demand- side can be tourists, potential tourists or anyone who is receiving information about the destination.

In such **Murud** has been one important place In history once's a Princely state and have a scenic beauty of abounded nature and diverse culture, will be the showcasing element of center to attract and engage in allied cultural activity to have a experience with the locals to learn the local culinary art of food and other service, to support it showcasing by means of small museum, library, shopping and the allied activity can have.

Jose (2008), in his article “Key Policy Elements in the Success of a Tourism Destination”, pointed out the four key words in the tourism policy of the state Kerala. They are;

- a. Respect to nature and culture
- b. Benefits to local community
- c. Stakeholders participation
- d. Enabling environment

Respect to nature and culture “will focus on conservation of nature, culture, and heritage, “Benefit to local community” will take claim on the physical, social and economic development of the local community by using tourism as a tool, “stake holders participation” is the key to success of effective implementation of any of the initiative and enabling environment to focus on an investor-friendly climate supportive policies and legislation etc. And also he explains these four key areas are interlinked and interdependent.

In spite of abundant natural beauty of forests, beaches, the food variety is not known due to the lack of marketing, branding and appropriate promotion. MTDC and state government should target or segment this location for such tourism and promote this tourism in different packages. The cuisine will also help to attract the tourists. Konkan has its specialty in the seafood and the fruits recipe, which is yet to be brought to the notice of the world, once that is done it will surely enhance the tourism of Konkan.

**Cuisine:** Like the other coastal states, there is an enormous variety of vegetables in the regular diet and lots of fish and coconuts are used. The traditional crops of the Konkan region, the West coast of Maharashtra, are coconuts, mangoes, cashews, rice and a variety of pulses. The region also grows a great quantity of kokum, a sweet-sour fruit. Fish is available in vast varieties and seafood is in abundant supply. All these ingredients find place in the traditional and exotic Konkani food. Be it the mild, naturally fragrant vegetable mixture served with local papads, or a spicy-hot fish and meat curry with a coconut milk base, Konkani food is a gourmet's dream come true.

## Chapter 2

# MURUD JANJIRA- A BACKGROUND

Introduction

History

Physical Aspect

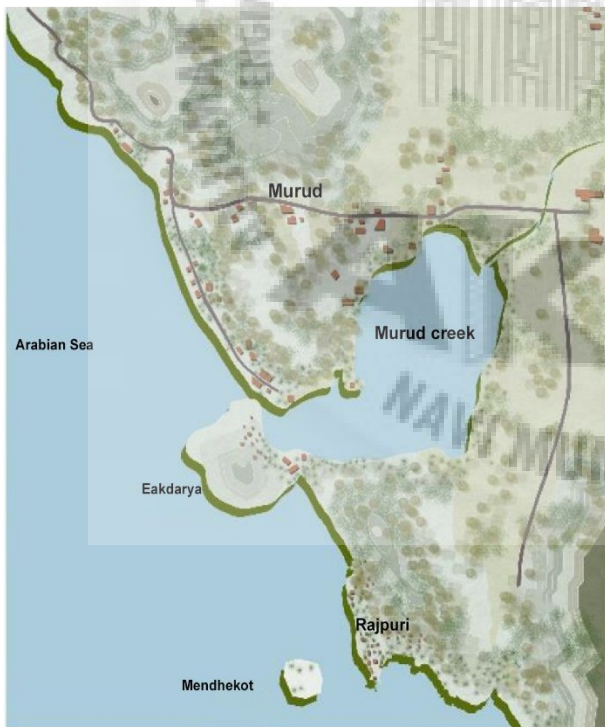
Lifestyle and People

In the pre-historic period, the Konkan coast used to have trade relations with Egyptian, Phoenetic and Babylonian civilizations. This region came under the control of Magadha Empire since the time of Bimbisara and Ajatashatru with their successors. Later many dynasties ruled over this region like: Nanda dynasty, Maurya dynasty, Satavahans, Traikutkas, Kalchuris, Chalukyas, Rashtrakutas, Kadambas and lastly Yadavas of Devagiri. In 1296 CE, this region came under the control of Delhi Sultanate which in 1347 CE passed into the hands of Alauddin Bahaman Shah who laid the foundation of Bahamani Kingdom. The Deccan rulers stabilized their rule taking the support of local Deccanics and the foreigners who were Iranians and the migrants from Africa (Ethiopians and Abyssinians). Most of them came here as merchants, nobles and ambassadors. Malik Ambar was one such noble who raised to a high position by becoming a King maker of Ahmednagar. He successfully checked the Mughal advance in Deccan and made alliance with the Abyssinian sailor turned nobles called Siddis and installed them as rulers of Murud-Janjira. The west Konkan coast of Maharashtra used to stay disturbed due to attack by Arabs, Turks and the sea-pirates. They used to loot, kill and enslave the local people and damage the establishments by setting them on fire. In 15th century, a local Maratha fisherman chief name Rajaram Patil constructed a fort of wooden logs on this island known as *Medhkot*. Rajaram Patil grew to strength and started disobeying the Nizamshahi. He was captured and later killed by Piram Khan who was a commander of Ahmed Nizamshah. Piram Khan (1526 – 1532) was succeeded by Burhan Khan as “*Subedaar of Janjira*”. Burhan Khan commissioned the construction of a fort on the Janjira Island.



Fig 4- Janjira Fort

# TIMELINE



**1437**

### ABYSSINIANS BROUGHT TO INDIA

- During the bahamani sultanate Bantu people from Southeast Africa had been brought to the Indian subcontinent as slaves by the Portuguese.
- Marriage with local tribes with distinct African features.



**1490**

### ARRIVALS OF SIDDHI AT JANJIRA UNDER NIZAM SHAH

- Malik Ahmed Nizam Shah First Captain of Janjira
- Dande + Rajpuri + Ekdara
- Important port villages in North Konkan region

**1508**

### INITIAL WAR JANJIRA FORT

- Ram Patil Koli from Rajpuri village built a wooden Bastion at Janjira Island against Nizam Shah.
- Siddhi Pirm Khan appointed to win the island by Nizam Shah.
- Pirm Khan won the war against Ram Patil and captured Janjira.



**1587**

### SHIA FAITH DECLARES AS JANJIRAS RELIGION

- 1600 Ahmednagar Sultanate went under Mughals.



**1618**

### 1ST ABYSSINIAN MINISTER AT JANJIRA

- Siddi Sirul Khan appointed by the Mughals.
- Journey from slaves to the minister.
- Murud declared as a capital of Janjira as nearest portland.

**1671**

### KHOKRI TOMBES

- In the reign of Siddhi Kasim construction of Khokri Tombes was started.
- Biggest tomb is of Siddi Sirul Khan (1734).
- Two small tombes are of Siddi Kasim (1707) and Siddi Khairiyat (1696).



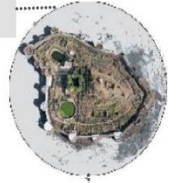
# TIMELINE ...



1728

## JANJIRA FORT CONSTRUCTION

- Under siddi ibrahim construction of janjira completed in black basalt stone.
- 1731 siddi reached at Jafrabad port.
- Construction of Nawab palace in 1732.
- At the start of 18th CE west coastline under siddis.



1761

## BRITISH FLAG AT JANJIRA

- Janjira become Princely State.



1800

## JANJIRA COINAGE

- Under the rule of mohammed with British Raj Janjira formed a mint and the coinage coated to the Janjira and started in 1834.
- First frame work for the revenue and law was formed with british influence in 1869.



1877

## RIOTS

- Distint boundary between Hindu and Muslim settlement in the village.



1947

## INDIAS INDEPENDENCE

- All the princely state was demolished.
- All the forts were under Archological Survey AS.



1959

## FROM FORT TO VILLAGE

- Fort declairs as a monument under ASI and settlement shifted to village.



## Chapter 2 - Murud-Janjira

### 2.1 Geographical Context

The area of Murud Janjira is bounded between the Arabian Sea in the west and Western Ghats in the east. In between the walls of the Western Ghats there are various passes which have been strategically and commercially very important in all times. The coastline has various creeks. Murud-Janjira is a historical town. Its Arabian solitude is popular for weekend tourists and more secluded place is known as Murud-Janjira. It is situated at the latitude of 18°15' north and 72°51' east longitude. The existence of wadis (garden) in and around this destination has added beauty. The Murud Janjira is situated on a low-lying area close to Arabian Sea.



Fig 5- Map of Murud

## 2.2 TRAVEL MAP OF RAIGAD DISTRICT



Fig 6 Travel map of Raigad.

Src - <https://www.mapsofindia.com/maps/mah/raigad-travel-map.html#>

### 2.3 MAHARASHTRA TOURIST TRAVEL MAP

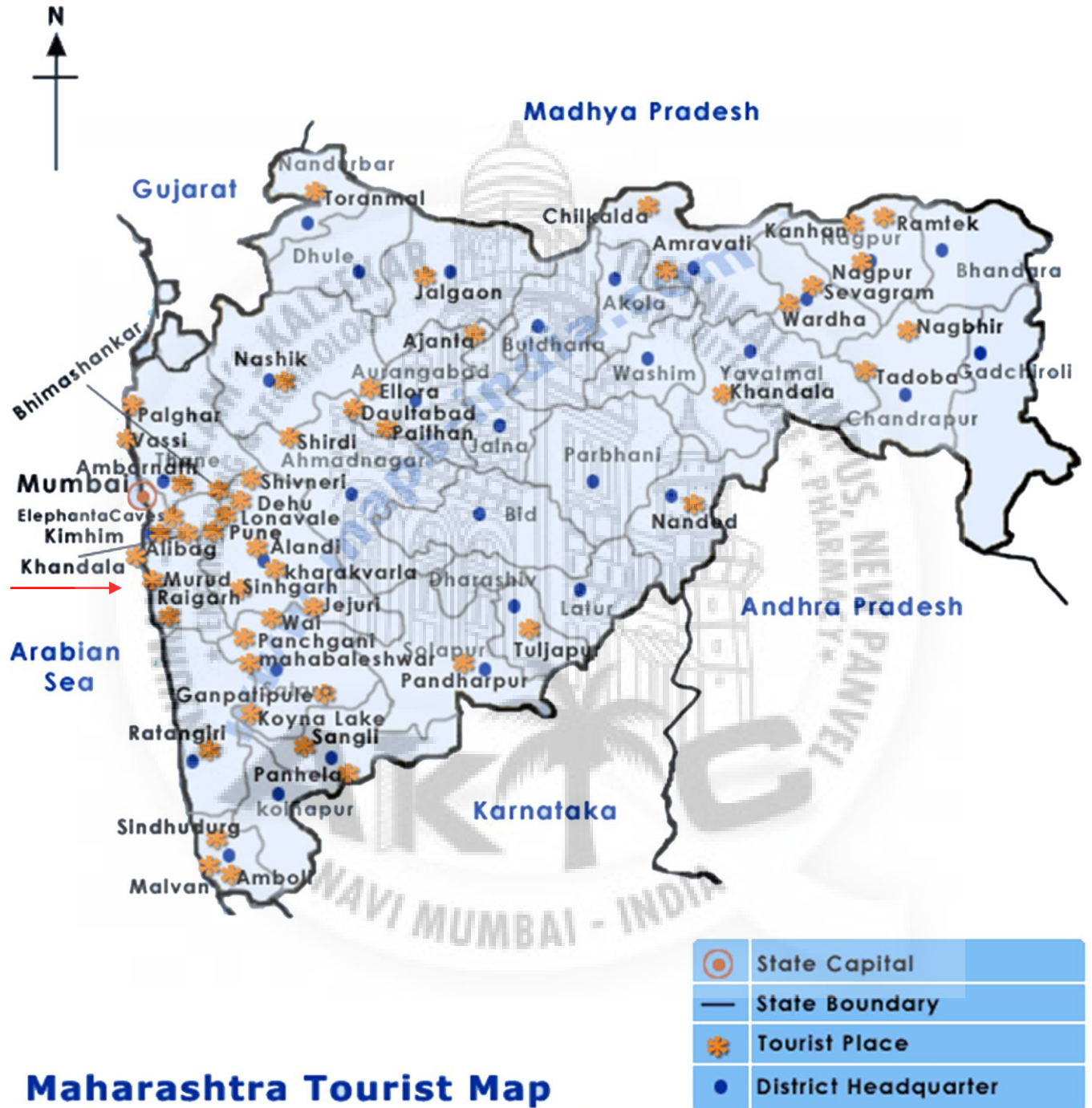


Fig 7 Travel map of Maharashtra

Src - <https://www.mapsofindia.com/maps/mah/mharashtra-travel-map.html#>

## 2.4 Mapping Of Tourist Attrition In And Around Murud



Fig 8 Mapping Of Tourist Attrition In And Around Murud.

## 2.5 Tourist attrition in and around Murud

<https://www.nativeplanet.com/murud-janjira/attractions/#>

The major attractions in and around Murud-Janjira are murud beach Janjira fort, Nawab palace, Khokari bears royal tombs is 5 kilometers away from Murud. Besides these attractions, Agardanda beach lies 6 kilometers away from Murud whereas Rajpuri beach is three kilometers from Murud. Garambi waterfalls lies 2 kilometers. Datta mandir, eidgah on hill top, Gaimukh point at Ekdhara village and Ram Mandir are popular natural and cultural attractions lies in the vicinity of Murud. Nandgaon is known for Ganapati temple (8 kilometre's) from Murud. Fansad Bird Sanctuary 19 kilometers from Kashid. Kuda caves are popular Buddhist Caves on 15 kilometers away from Murud.

### a. Murud Beach

The Murud beach is known for the scenic views of the surrounding landscape and adventurous water sports. seeing one of the most popular tourist spots in town, this beach is always thronged with people and is a destination bubbling with activity. The sunrise and sunset of this location are mesmerizing and make up for the most picture-perfect moment in this destination. The Murud Janjira fort in the background adds another dimension to the beauty of this place.



Fig 9 Murud Beach

**b. Janjira fort**

The local name of a fort from village of Murud so is called as Murud - Janjira. This fort is spread over an area of 22 acres. This Fort was built during the end of the 17th century and it is the only fort in 750 kms coastline of Maharashtra which remained unconquered. It is considered to be India's strongest marine fort. Three huge cannons – Kalabangdi, Chavri and Landa Kasam are major attractions of fort. These cannons intimidated many an opponent at their time due to their enormous shooting range. In Fact, at one point, Murud-Janjira is believed to have housed around 572 cannons.

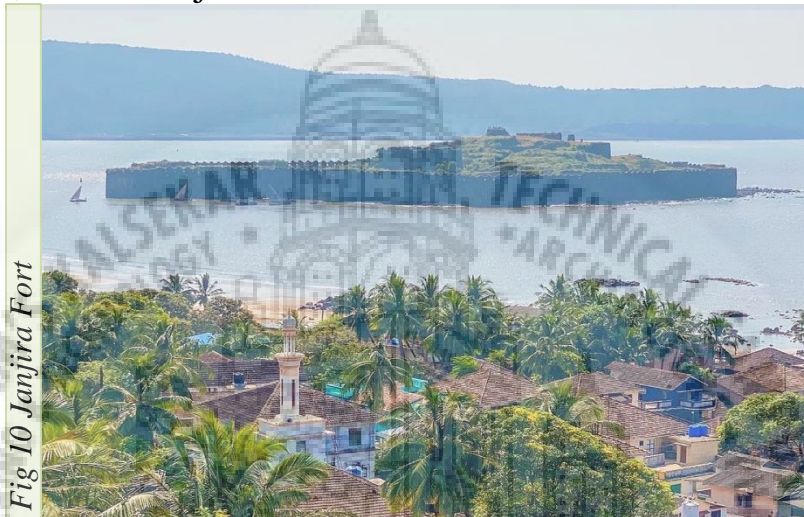


Fig 10 Janjira Fort

**c. Padmadurg Fort**

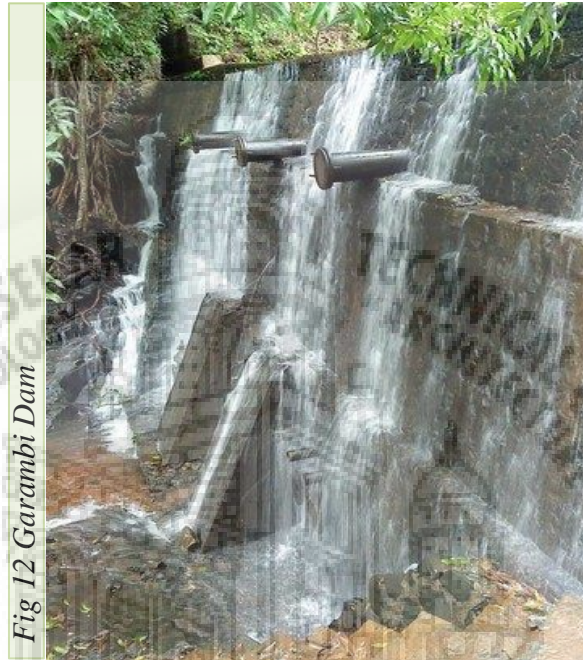
Also known as Kasa fort, is one of five historical sea forts built by Shivaji. in 1676 in order to control the activities in Arabian sea. The shape of the fort resembles an open lotus, also known as Padma, substantiating its etymological significance. The fort is included in the protected monuments list of Archaeological Survey of India.



Fig 11 Padmadurga Fort

**d. Garambi Dam**

It is built by Nawab Sir Siddi Ahmed Khan, the last ruler of the east while Siddi reign. This dam is dedicated to Queen Victoria and is the source of water supply to the town. The dam is situated amidst lush greenery which makes it an amazing picturesque location. The sound of nature - water and birds - makes this location a more appealing one.



*Fig 12 Garambi Dam*

**e. Satvakhada waterfall**

At a height of 100m, these falls thunder in full glory during the monsoons. It is enjoyable to come here just to witness the falls. Getting drenched in its waters and enjoying the forest all around has its own charm.



*Fig 13 Satvakhada waterfall*

**f. Nawab Palace**

It is one of the popular historic places from Murud Janjira and is also known as Ahmedganj Palace. This palace was built in the year 1885 for administration purpose and is spread in an area of 45 acres thus it is a perfect destination for historic lovers. This destination was constructed in Gothic and Mughal architectural styles.



Fig 14 Nawab's palace

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fhindi.holidayrider.com%2Fjanjira-fort-information>

**g. Khokri Tombs**

Tombs, are the 500 year old burial structures of the Siddis, who used to rule the state of Janjira. Here, there is one large and two medium sized tombs of the rulers. Indo-Saracenic style architectural marvel of these tombs is simply spell-binding. These spherical shaped buildings have some extraordinarily carved designs on their inner roofs and diligently designed mesh work on the windows and arches. For all those people who love History and monuments of historical importance.



Fig 15 Khokri Tombs



### h. Kuda Caves

Kuda caves are a part of 13 rock cut caves built up by the Buddhist in between 1st and 6th century. Located in Janjira hills, the caves are around 200 ft above sea level. These rock cut caves are classic example of Buddhist cave art and amazing for their architectural excellence. A total of 13 caves in Kuda Sculptures of two elephants at the entrance of cave and the elegantly carved idol of Buddha is the main attraction of Kuda caves.

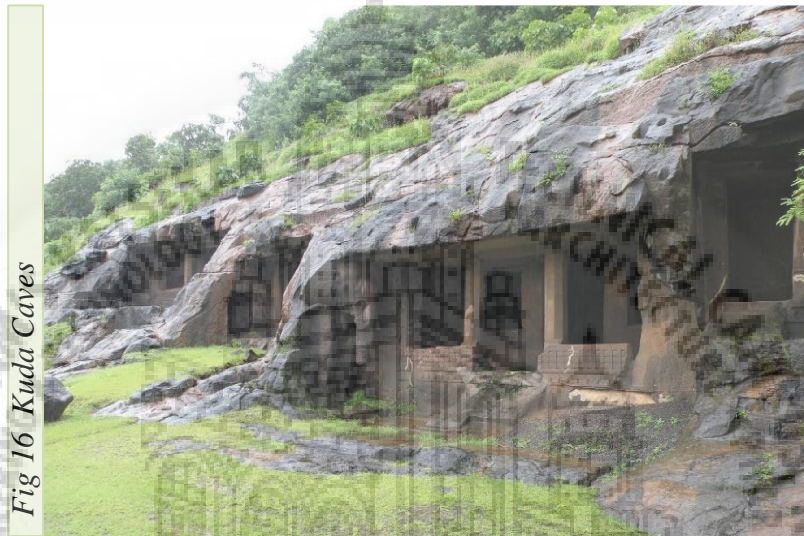


Fig 16 Kuda Caves

### i. Phansad Wildlife Sanctuary

Established to preserve the coastal woodland biodiversity of the Western Ghat, Phansad Wildlife Sanctuary spans over an area of 6979 hectares of land. This area consists of grasslands, woodlands and forest. It was founded in 1986, and in the olden era it served as a part of the princely hunting reserve of Murud Janjira. There are four major trails in the sanctuary, and one can expect to see a varied wildlife, flora and bird life once here.

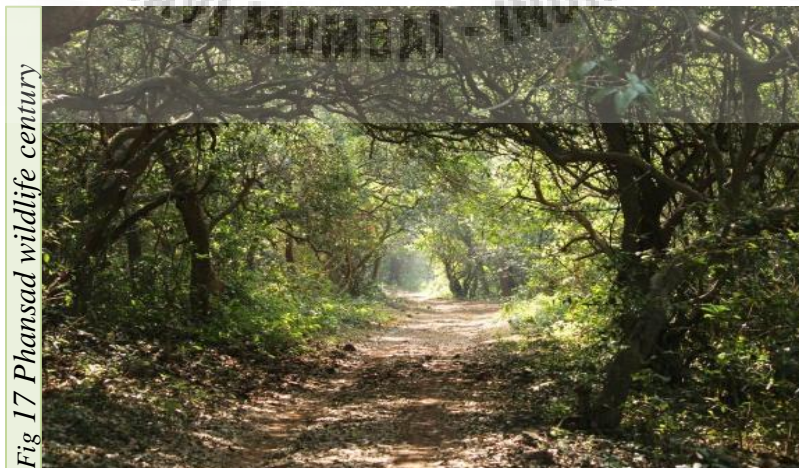


Fig 17 Phansad wildlife century

## 2.6 Socio-economic Growth

Infrastructural facilities play an important role for the development of tourism. It includes accessibility, accommodation and food, security, entertainment, banking etc. The relationship between transportation and communication and tourism development is traditionally been regarded as famous example of „hen and egg“. Transport and communication both play a very important role in economic, industrial and regional development of a region.

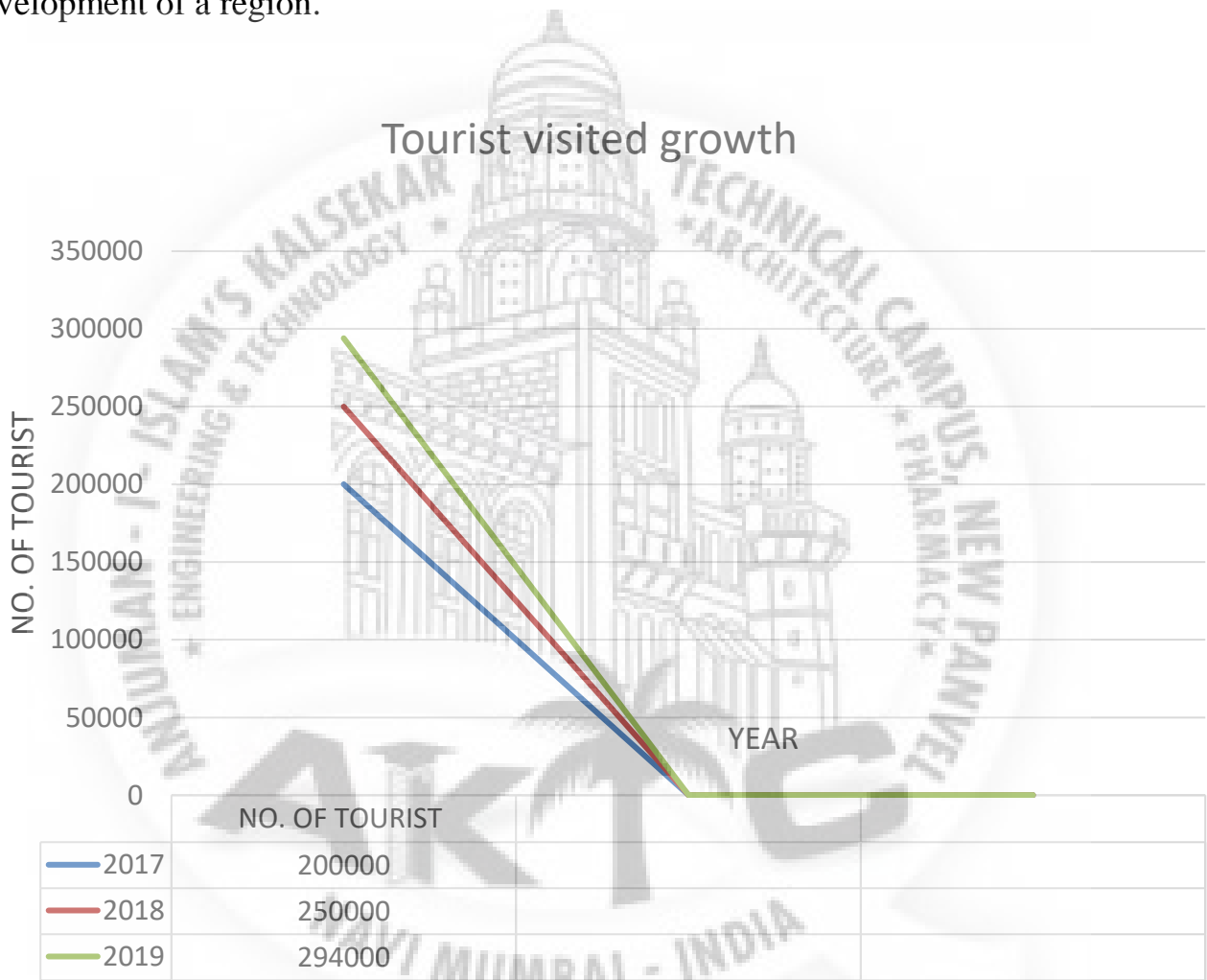


Fig-18 No of tourist arrival

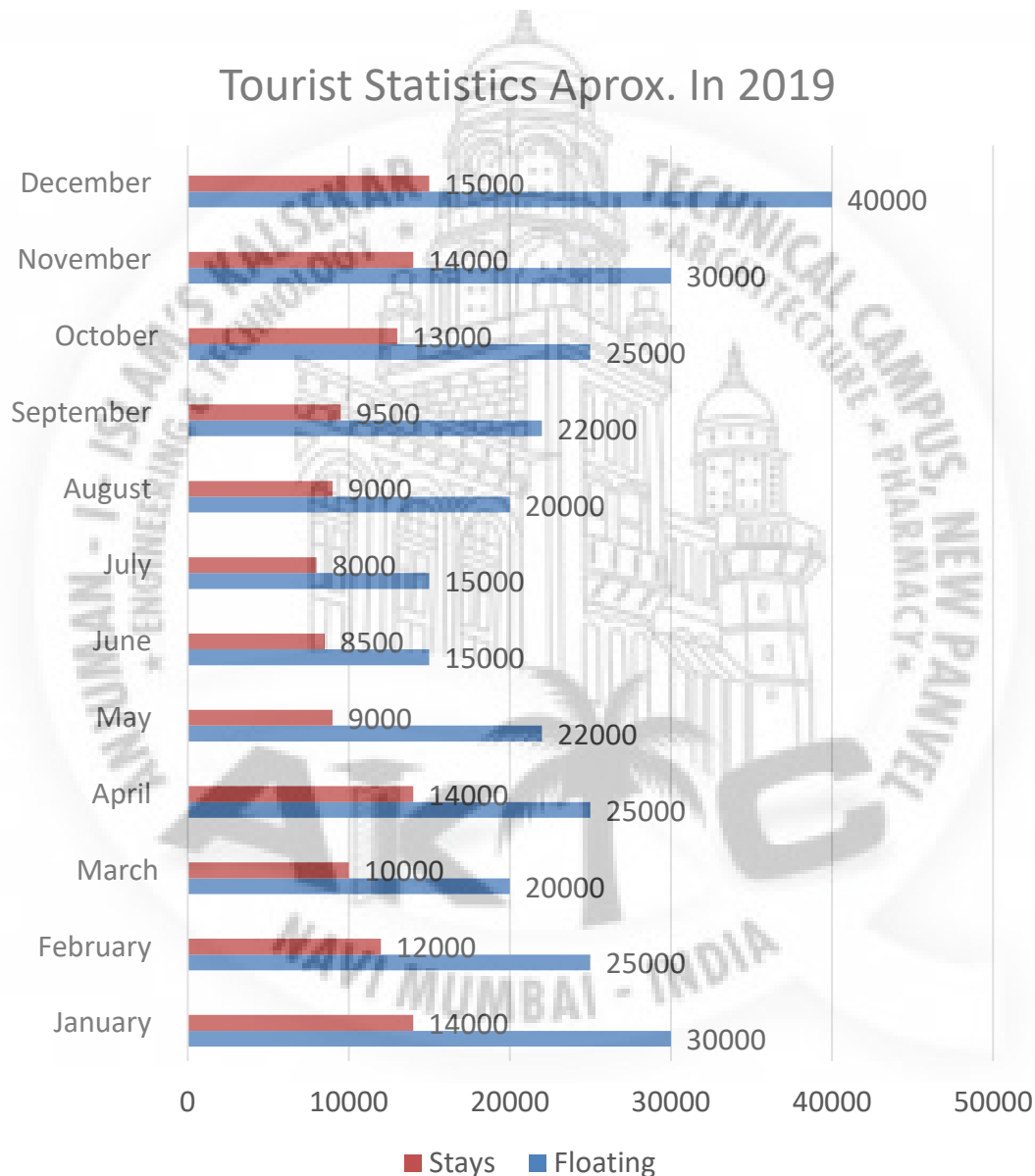
### a. No. of tourist and the growth

As the number of tourist is increasing every year the demand also rises for the destination to support, where government has proposed the planning for the external infrastructure to support but when it comes to the such center which can give the knowledge of culture, community, nature and the heritage of the town can be proposed for the tourist and the locals which can fulfill the demand, so to promote such action needs to be taken.

**b. Tourist Statistics of murud Janjira visited in 2019**

The number of tourist visited in murud in 2019 was approximately 2,94,000 out of which approximately 1,42,000 who stayed in murud.

Interview to Mujawar- Municipal Corporation Murud on 24 08 2020



**Fig – 19 Tourist Statistics of murud Janjira visited in 2019**

### c. Weekly Arrivals Of Tourist In Peek Times

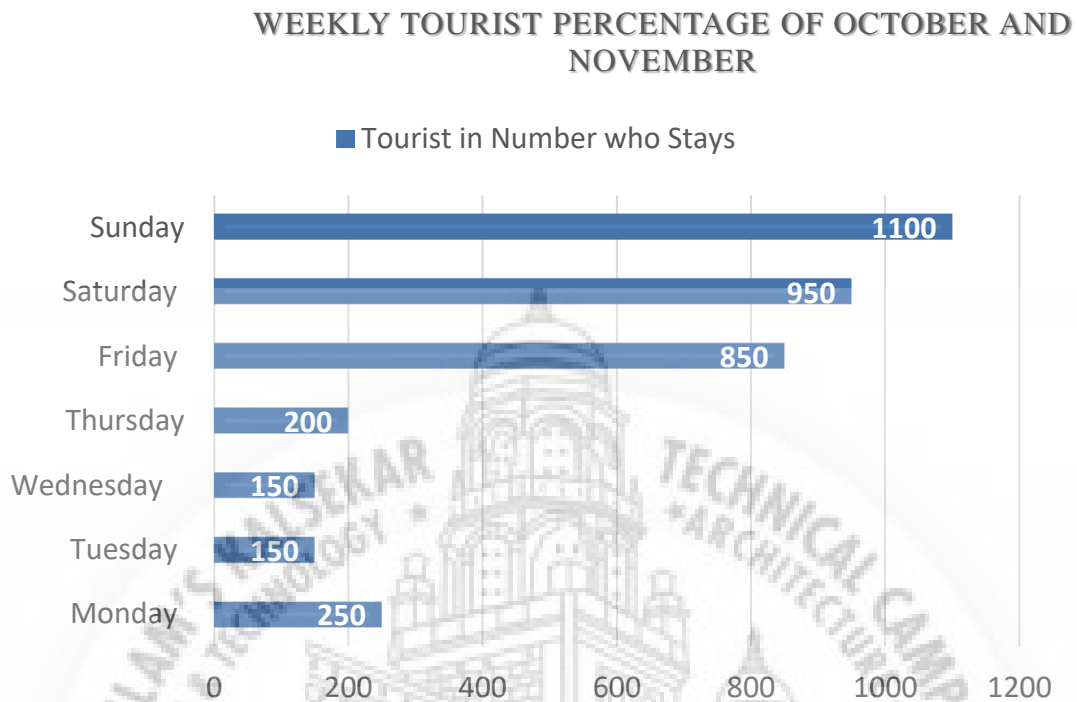


Fig – 20 Weekly tourist percentage of October and November

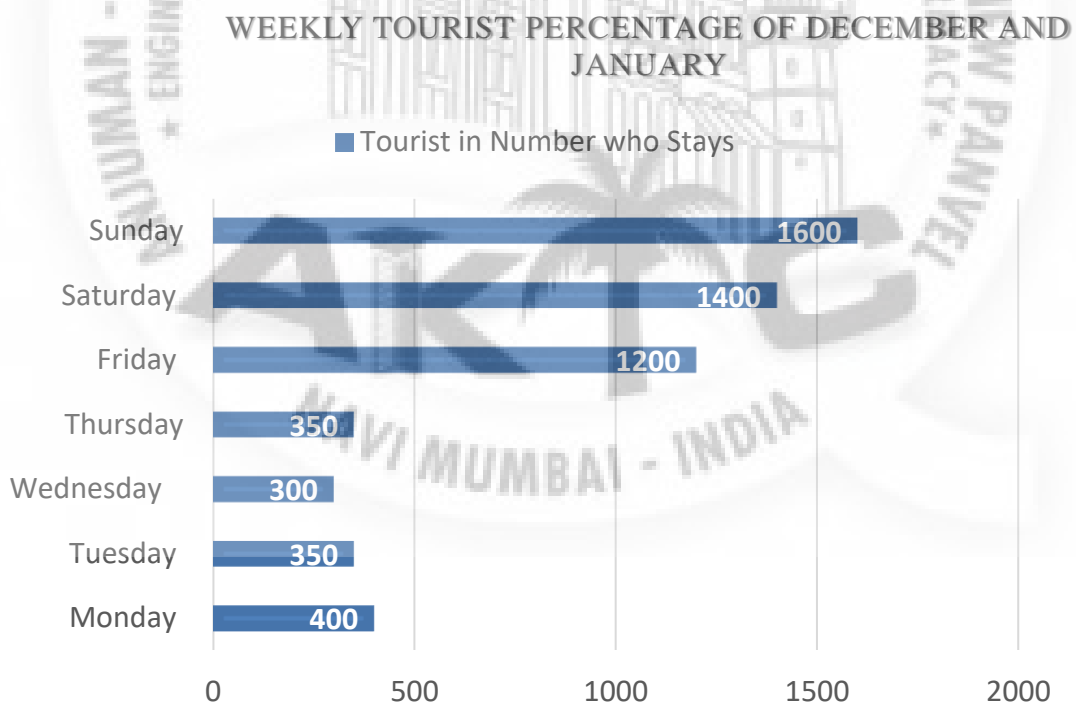


Fig – 21 Weekly Tourist Percentage Of December And January

As the number of tourist visit in peak months the load also increases on the infrastructure and the available accommodation facility people find difficult to stay due to insufficient modules available in the vicinity.

## Case Study Of Tourist 2013 survey4.5.16

### d. Frequency of Visit and Tourists

Tourists who came, who saw, who liked and conquered this destination for fifth or more time are substantial in number 132 out of 400. It is a place of seeing and enjoying and a single visit make it a long life remembrance for over 15.75 percent tourists. 18.75 percent tourists reported their third visit to the place of significance of tranquility and the coherent account of the important events of the past. Fourth time visitor constituted 21.50 percent 86 out of 400 respondents.

Sr. No.	Items	Number of Tourists	Percent
1	First Time	63	15.75
2	Second Time	44	11.00
3	Third Time	75	18.75
4	Fourth Time	86	21.50
5	Fifth Times and More	132	33.00
Total		400	100.00

Source : Fieldwork, 2013.

### e. Tourist from different districts

Reveals that majority of tourists 69 (23.07 percent) visiting to Murud-Janjira belong to Mumbai followed by Pune accounting 13.75 percent, Thane district (8.36 percent). Satara, Sangli and Kolhapur districts together account 13.7 percent. The tourists found from Nagpur district accounting 4 percent's tourist. The notable tourists are form Aurangabad and Jalgaon districts accounting 3.01 and 3.34 percent respectively in study region.

Table-4.41 : Origin of Tourists at Districts in Murud-Janjira

Sr. No.	Districts of Origin	Number of Tourists	Percent	Sr. No.	Districts of Origin	Number of Tourists	Percent
1	Mumbai	69	23.07	12	Buldhana	4	1.33
2	Pune	41	13.71	13	Jalgaon	10	3.34
3	Thane	25	8.36	14	Dhule	6	2.01
4	Ahmednagar	6	2.01	15	Nagpur	12	4.00
5	Satara	11	3.67	16	Bhandara	8	2.67
6	Sangli	17	5.68	17	Gondia	5	1.67
7	Kolhapur	10	3.34	18	Ratnagiri	4	1.33
8	Solapur	69	3.01	19	Akola	3	1.00
9	Latur	6	2.01	20	Washim	4	1.33
10	Osmanabad	6	2.01	21	Raigad	34	11.37
11	Aurangabad	09	3.01	Total		299	100.00

Source : Fieldwork, 2013.

### f. Tourists and Purpose of Visit

#### A Case Study Of Murud Janjira In Raigad District”

70 percent of tourists is purpose was to get pleasure and to enjoy the cultural heritage and sandy beach of Murud-Janjira. Similarly, 8.75 percent tourists have expressed their opinion with family and friends to visit to this place for functions fun and leisure. 7.50 percent tourists have reported education as prime study purpose while 7.75 percent visited due to personal work and training.

Table-4.47 : Purpose of Visit and Tourists

Sr. No.	Purpose of Visit	Number of Tourists	Percent
1	Pleasure	279	69.75
2	Spiritual	-	-
3	Educational	30	7.50
4	Business	15	3.75
5	Personal	31	7.75
6	Friends and Relatives	35	8.75
7	Other	10	2.50
Total		400	100.00

Source : Fieldwork, 2013.

#### Inference-

The survey was conducted in 2013 among the 400 tourist to take their perception of the location, so people who come majority were from the near by city is for the recreational purpose, people don't aware about the heritage culture because of lack of such place which can provide the information about the place, there is more to explore and study about the historical events and the culture of town which can enhance the perspective of tourism in a informative centre.

g. “Tourists Satisfaction:  
A Case Study Of Murud Janjira In Raigad District”  
Volume 3 Issue 3 March, 2015

**Table 3 : SATISFACTION INDEX**

Sr. No.	Indicators	Index	Rank
1	About Place	9.56	I
2	Attitude of the local people	8.33	II
3	Accommodation	7.64	III
4	Transportation	7.3	VI
5	Sightseeing	6.94	V
6	Cleanliness	6.87	VI
7	Food and drinking water	5.83	VII
8	Shopping	4.83	VIII
9	Parking	4.72	IX

Source: Compiled by Author

**Inference**

After the analysis of tourists satisfaction index, the level of satisfaction of the tourist by noting their views about the place location is fully attracted, the behavior of people towards tourist is good for relation to place. Shopping an parking needs to be considering to resolve the scenario.

Because of lack of center for tourist, the overcrowding of beach leads to the uncongested place so to resolve such problem which can manage the tourist and guide in a manner so that tourist can get the maximum knowledge of place as well as to connect locale to understand the traditional culture.

## 2.7 Climate

The climate of Murud is typically hot and humid. The maximum and minimum temperature here is 28 to 15 and average annual rainfall is 2560 mm. The winter season starting from December to February is followed by the summer season from March to June. The period from October to December can be categorized as the post monsoon season. The post monsoon season and the winter seasons, is generally pleasant over the south with few spells of rain. The prime season for tourism in Murud is closely related to the weather and season of the area, hence, the only season when the tourism is slack would be monsoons. Months of April to May are generally very hot and dry and tend towards an extreme situation.

### a. Average day and night temperature

The mean minimum and maximum temperatures over the year.

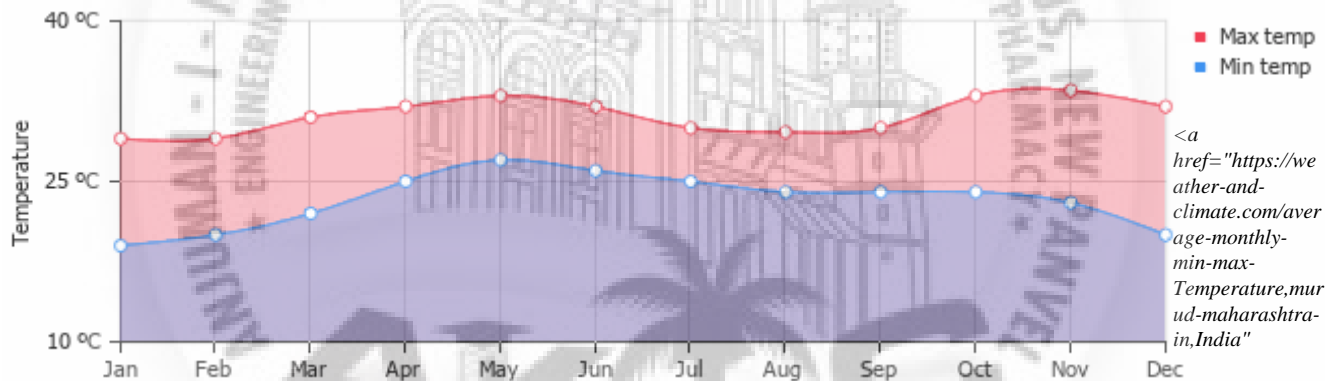


Fig – 22 Average day and night temperature

### b. Average water temperature

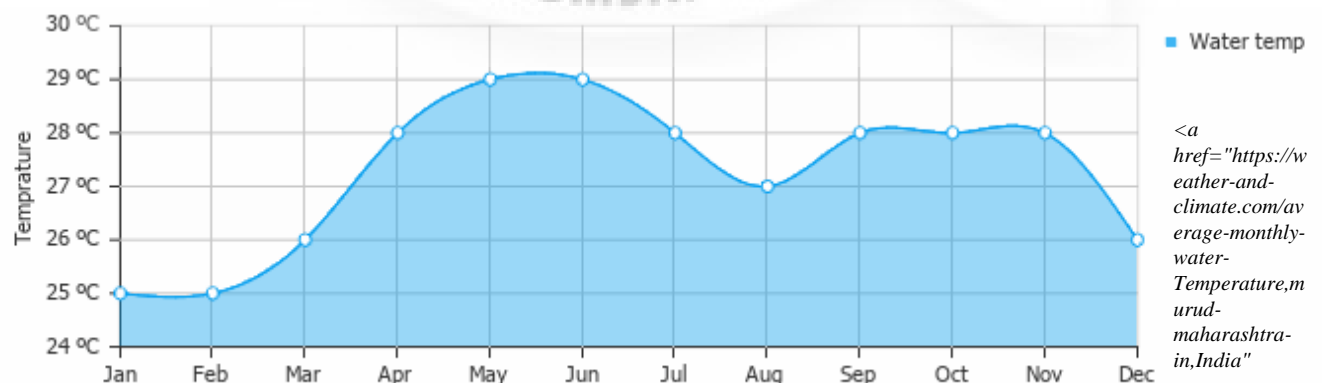


Fig – 23 Average water temperature



### c. Monthly precipitation

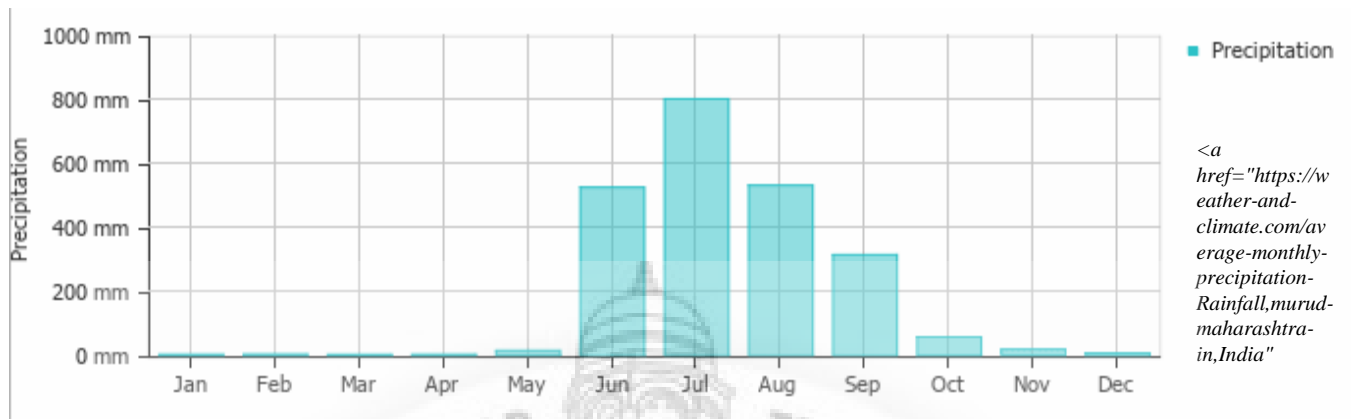


Fig – 24 Monthly Precipitation

### d. Monthly rainy days

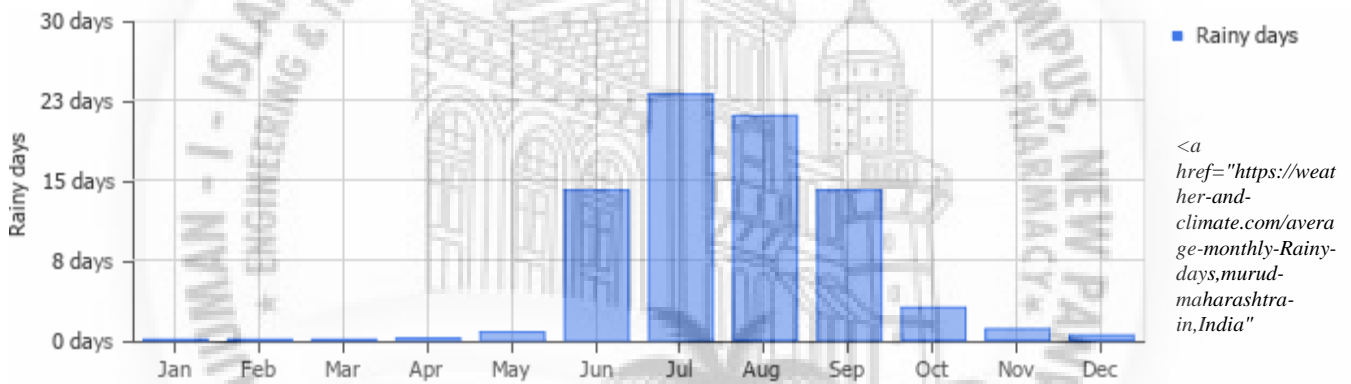


Fig – 25 Monthly rainy days

### e. Average humidity

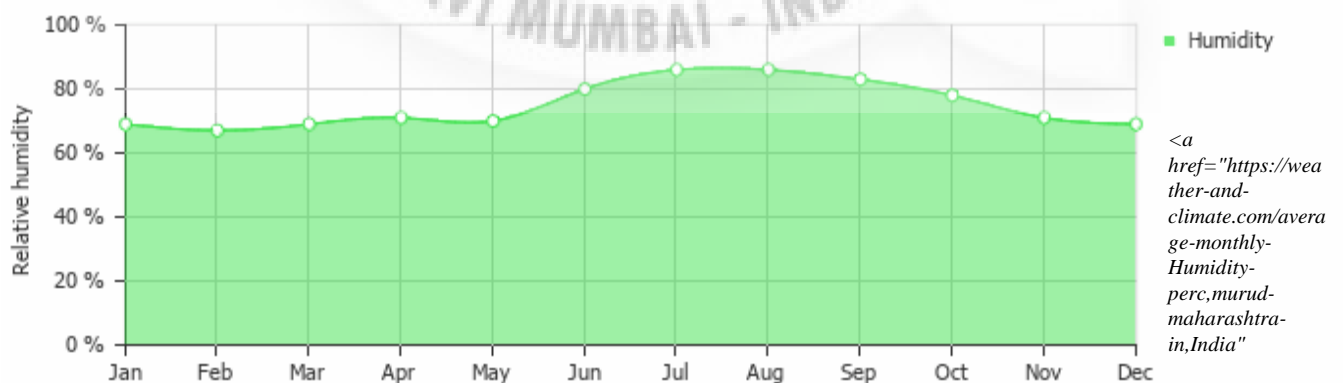


Fig – 26 Average humidity

### f. Wind Speed

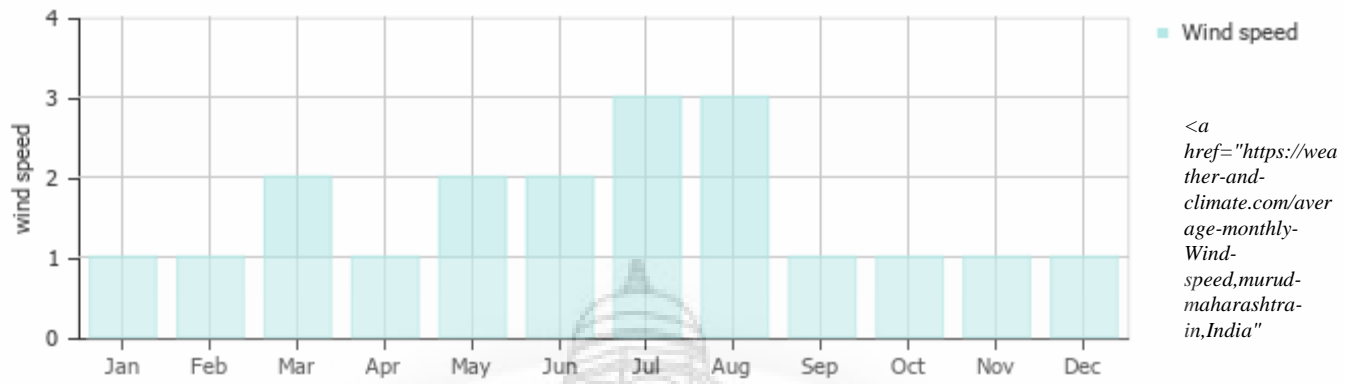


Fig – 27 Wind Speed



## 2.8 Area and Population

Murud Janjira is a Municipal Council city in district of Raigad, Maharashtra.. It is one of 15 Talukas of Raigadh district. There are 73 villages and 1 towns in Murud Taluka. The Murud Janjira Municipal Council has population of 12,216 of which 5,992 are males while 6,224 are females as per report released by Census India 2011.

The total area of Murud is 249.27 sq.km with population density of 298 per sq.km.

Population of Children with age of 0-6 is 1044 which is 8.55 % of total population of Murud Janjira (M CI).

In Murud Janjira Municipal Council, Female Sex Ratio is of 1039 against state average of 929.

Moreover Child Sex Ratio in Murud Janjira is around 955 compared to Maharashtra state average of 894.

Literacy rate of Murud Janjira city is 91.56 % higher than state average of 82.34 %.

In Murud Janjira, Male literacy is around 94.89 % while female literacy rate is 88.38 %.

## 2.9 Demographics

### Murud Population Facts

Number of Households	16827
Population	74207
Male Population	36393 (49.04%)
Female Population	37814 (50.96%)
Children Population	7561
Area	249.27 km <sup>2</sup>
Population density/km <sup>2</sup>	298
Sex-ratio	<b>1039</b>
Literacy	74.98%
Male Literacy	80.3%
Female Literacy	69.87%
Scheduled Tribes (ST) %	18.3%
Scheduled Caste (SC) %	2.54%

<https://www.censusindia2011.com/maharashtra/raigarh/murud-population.html>

## 2.10 LIFESTYLE AND PEOPLE OF MURUD

### a. Communities

The majority of people in murud are Hindus and Muslims, but other castes also exists like Buddhist Christens and Jains. Because it is costal town large number of people engage in fishing and on other side the farming. The lifestyle remains as the traditional pattern.

### b. Language

Hindi and Marathi being the main language for interaction and also a mix of Konkani, Marathi and Goan. As along the Maharashtra coast specifically in Janjira the Konkani and Goan pattern and tones of the language.

### c. Festivals

Blessed with a rich and diversified cultural heritage. The several communities belonging to different religions, and a number of festivities colours the culture with the spirit of exuberance. Some of the popular festivals that are celebrated in Murud are Diwali, Ganesh, Chaturthi, Gudhi Padwa, Dasara, Nag Panchami, Gokul Ashtmi, Narali Pournima, Pola, Makar Sankranti, and Holi etc

While in Muslim community two Eid's are celebrated where Ramadan – This is the holiest month and the greatest celebration, Moharram – It is the second celebrated festival. The main religions are Islam and Hinduism and all live in Communal Harmony.

### d. Cuisine

Like the other coastal , there is an enormous variety of vegetables in the regular diet and lots of fish and coconuts are used. The traditional crops of the Konkan region, the West coast of Maharashtra, are coconuts, mangoes, cashews, rice and a variety of pulses. The region also grows a great quantity of kokum, a sweet-sour fruit. Fish is available in vast varieties and seafood is in abundant supply. All these ingredients find place in the traditional and exotic Konkani food. Be it the mild, naturally fragrant vegetable mixture served with local papads, or a spicy-hot fish and meat curry with a coconut milk base, Konkani food is a gourmet's dream come true.

## 2.11 TOURISM RESOURCES OF MURUD

### SOCIAL TOURISM RESOURCES

- Rural image
- Entertainment
- Agriculture
- Fishing

### NATURAL TOURISM RESOURCES

- Climate
- Tropical Terrain
- Flora and Fauna
- Beaches
- Creek

### CULTURAL TOURISM RESOURCES

- Heritage
- Religious
- culture
- Folk art

## Chapter 5

### Upcoming Tags

#### New Port policy: Maharashtra bets big on inland water transport

The Indian express

Published: February 6, 2016

The Maharashtra government is betting big on the state's waterways for ferrying people across the state.

The Indian government has proposed the creation of inland water transport in eight areas in the hinterland of the state, including Vishnupuri and Isapur in district Nanded, and Karanja, Mandwa, Rajpuri, Janjira, Dighi, and Agardanda in district Raigad. These projects are at various stages of implementation.

### Mumbai Local

#### Maharashtra seeks heritage tag for Murud Janjira forts

A report prepared by experts will be sent to the UNESCO

To showcase the history of Maratha Empire and boost tourism, the Maharashtra government is planning to seek UNESCO 'world heritage site' status for the forts in the State, a Minister said .

Maharashtra Education and Culture Minister Vinod Tawde said, "A proposal drafted by a team of experts will be sent to UNESCO's heritage site committee in the next one year through the Union Ministry of Cultural Affairs and Archaeological Survey of India."

A UNESCO tag, will also boost tourism, he said.

#### Maharashtra Govt. plans to develop 25 spots around the state for tourism

<https://timesofindia.indiatimes.com/> May 4, 2018

As per an official statement, the Maharashtra Tourism department's list will be a good mix of valleys, mountains, beaches, cultural and heritage sites, and adventure tourism.

The Maharashtra Government will now be developing infrastructure for the 25 spots, which made it to the list. As per the reports, Raigad Fort and **Murud-Janjira** are likely to make it to the list.

<https://timesofindia.indiatimes.com/travel/destinations/maharashtra-govt-plans-to-develop-25-spots-around-the-state-for-tourism/as64028333.cms>

## Maharashtra Tourism Looks To Tap Domestic Market

Maharashtra is set to strengthen tourism infrastructure in the state to further boost numbers. In 2019-20, the state has received a budget of Rs 188 crore to develop the infrastructure and add new tourist amenities.

Speaking about the development, Dilip Gawade, Director, Directorate of Tourism, Government of Maharashtra, said, "In terms of infrastructure development, for the year 2019-20, we have got a budget of Rs. 188 Crore under the regional tourism scheme. We are now processing and strengthening infrastructure, water supply, roads and other necessary amenities in the state."

Maharashtra Tourism has been majorly showcasing tourism sectors like wildlife, beaches, heritage and religious tourism, along with niche sectors like wine tourism which are popular with international tourists.

An outlay of Rs 55 crore has been made for diamond jubilee celebrations of Maharashtra, Funds will be made available to develop tourist destinations in the state in and around namely beautification of Murud-Janjira beach. Tourist safety measures and tourism facilities will be provided in view of tourism.

This amount will grow to ₹500 crore in the next five years, and will include a viability gap funding program for promotion of coastal tourism, formulated on the lines of the Central scheme. -Aaditya's pet projects get big chunk in State budget - The Hindu

### Infrastructural Facilities at the Existing as well as Potential Tourist Destinations

Infrastructure development is one of the important wheels of tourism promotion and development. It observed that even if few infrastructural facilities like roads and accommodations are made available, automatically, in the vicinity along with the tourism development, other socioeconomic developments do take place. However, for speedy and organized promotion and development, MTDC has to make a continuous follow-up with the state government for deliberate planning and immediate execution of the decision about the infrastructural development in the various regions. The infrastructural development includes the construction of roads, providing transportation facility, making available basic civic facilities and measures related to comfort, safety and security of the tourist. Though lot of ground needs to be captured in this area, the efforts taken so far by MTDC are definitely noteworthy. For example, some of its centers at Ganpatipule, **Murud janjira**, Malshej Ghat etc. are centers having state of art infrastructure location wise, and almost touching the tourist destinations, which has contributed a lot in promoting tourism as a USP in those respective places. In these places, along with tourism, other economic activities have also increased to a great extent.

## **Tourism plans for Development**

- Make Maharashtra the number one State in domestic tourist arrivals.
- Make Maharashtra the most preferred destination for tourism investment
- Make our State the capital of
  - a. Events / Conventions
  - b. Adventure tourism
  - c. Medical/ Wellness
  - d. Cruise tourism
- Create heritage tourism itinerary
- Provide infrastructure to tourism destination
- Connectivity and wayside amenities
- Provide employment to one million by 2025
- Eco tourism, bed & breakfast, homestay to be supported, Joint ventures / Special purpose venture to develop resorts/ land backs.
- Formulation and implementation of home stay policy

## **Special plan for Konkan**

- Investment options
- Farm tours
- Maharashtra travel mart
- Attract investments to the tune of 30,000 crore in ecotourism, coastal & beach tourism, island tourism sectors by encouraging investors through competent policy making.

[https://plan.maharashtra.gov.in/Sitemap/plan/pdf/final\\_Vision\\_Eng\\_Oct.pdf](https://plan.maharashtra.gov.in/Sitemap/plan/pdf/final_Vision_Eng_Oct.pdf)

As Maharashtra tourism development corporation (MTDC) taking a boost to promote a tourism in state and have formulate some of the destinations.

## **Inference-**

Maharashtra tourism proposes the development and the promotion of places to boost the tourism in state and enhance on larger platform. In such the proposal will be carried for the study purpose by giving effective solution towards the tourism development in a sustainable and effective manner.

## Ongoing Infrastructure

Dighi Port is being developed by Balaji Infra Projects Ltd (BIPL) under a 50 year “Build, Own, Operate, Share, Transfer (BOOST)” concession agreement signed with the Maharashtra Maritime Board (MMB), the Government of Maharashtra, to develop, operate, finance and maintain the Port.

Dighi Port, the first Greenfield port in Maharashtra, is being developed as a multipurpose, multi cargo, all weather port with deep draught, direct berthing facilities and state-of-the-art cargo handling equipment with adequate stockyards and warehousing facilities, back up area with ample land bank of approximately 1600 acres.

The port is located at a distance of 42 nautical miles (NM) from Mumbai by Sea and 170 km’s south of Mumbai by Road. The North Bank of the port is connected to National Highway 17 via State Highway (SH) 92, and 96 and the South Bank is connected to National Highway 17 via SH 97 and 98. Upgradation of the existing State Highway from 2 lanes to 4 lanes is in progress. The nearest Konkan Railway Rail Head Indapur is 47 kms from the Port.

Dighi Port area has been identified as one of the 7 National Investment and Manufacturing Zones (NIMZ) under the new manufacturing policy.

As the construction of national level port is on going, the project will boost the people to come from different states with its connectivity.

### Inferences-

All the Plans for the development will Benefits for future of murud in terms of development but there is no as such to preserve or conserve the cultural heritage proposal.

Dighi port will be the second largest port in India and will definitely bring people from Different places t its connection.

Forts are being listed in the ASI and looking forward to gain the tag of UNESCO, it will boost the tourism.



## Dafa Canal Tourist Information Center

Architect: Xuanru Chen  
 Client: Guizhou Dafa Tourism Development Co., Ltd.  
 City: Zunyi  
 Country: China  
 Area: 3280 m<sup>2</sup>

Located in the remote village of Tuanjie, the Dafa Canal Tourist Information Center is one of the first projects of a new government policy to help ameliorate rural through the introduction of agricultural tourism. The building aims to become a new centerpiece in the village, catalyzing further development in the area.

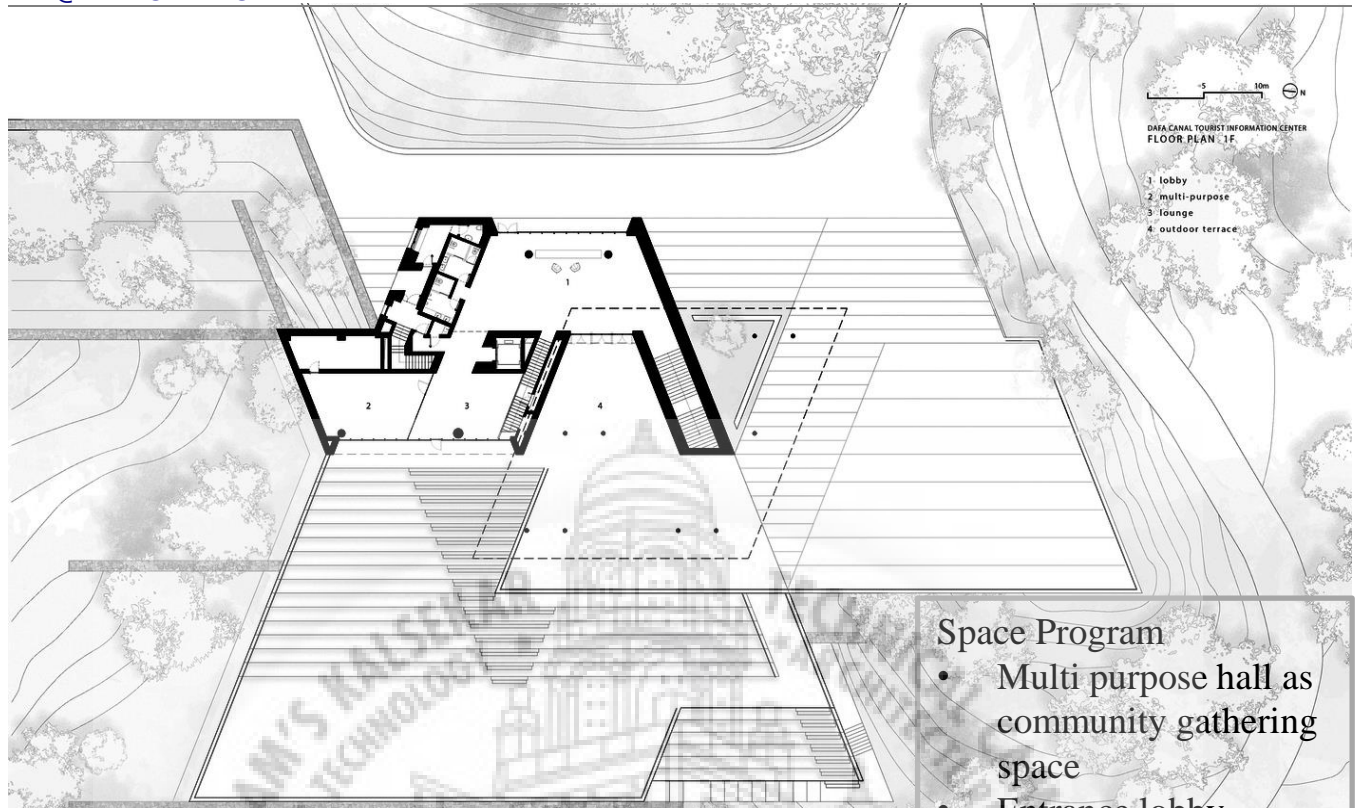


### Key features of the program

- The tourist center suggests a different approach for village development which celebrates and elevates context through building.
- The stepped façade clad in local stone emerges directly from the landscape in both form and material.
- Humanizing the scale of the building and working directly with the topography of the site.
- Attempts by architects to preserve the disappearing traditional architecture of the region.



Tourist Information Center combines office and exhibition program under a stepped public roof that merges into the surrounding landscape, serving as a new platform for local public life.

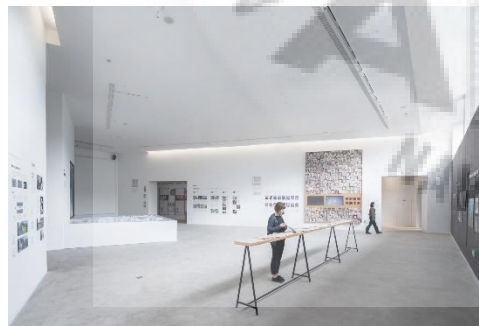


**Space Program**

- Multi purpose hall as community gathering space
- Entrance lobby
- Outdoor terrace
- Lounge
- Exhibition space
- Stair gallery
- Office
- Meeting room
- Archive
- Art Saloon

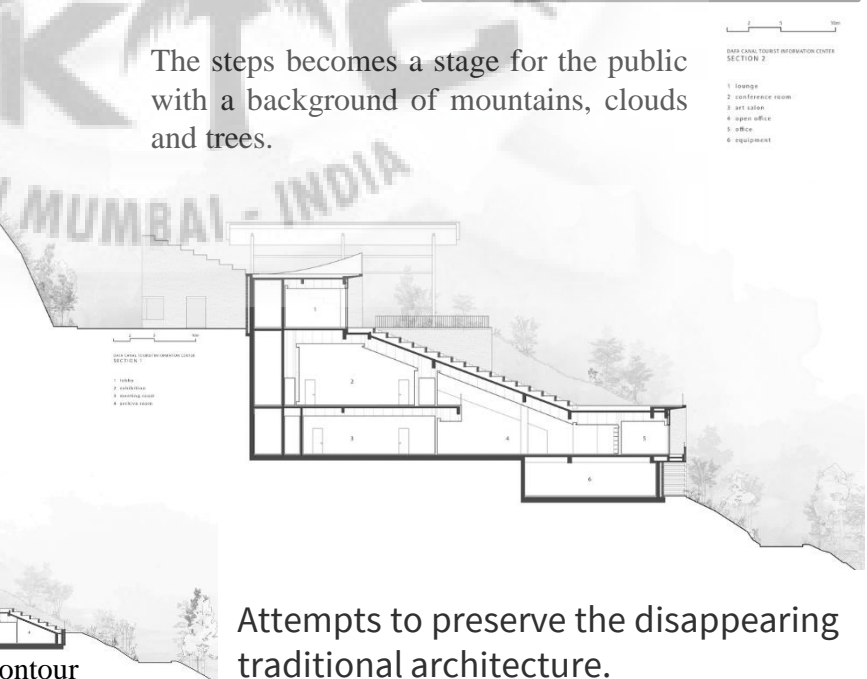
**Site Plan**

Nestled among the steep mountain surroundings, the building is set on a natural platform with a 10 meter elevation difference and beautiful views of the nearby river and mountains.



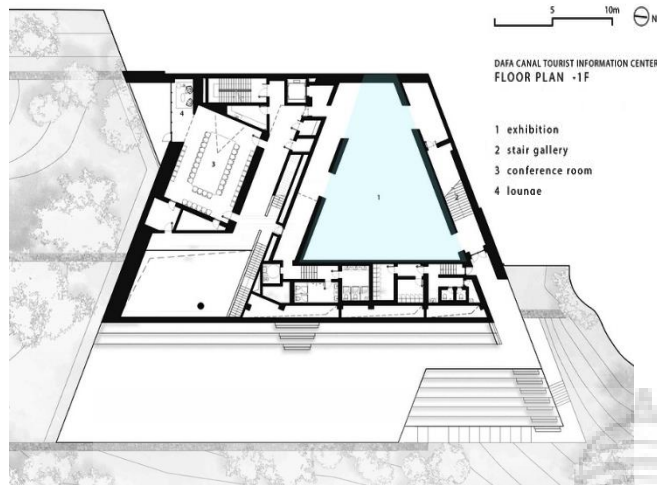
Exhibition space lit with natural light.

The steps becomes a stage for the public with a background of mountains, clouds and trees.

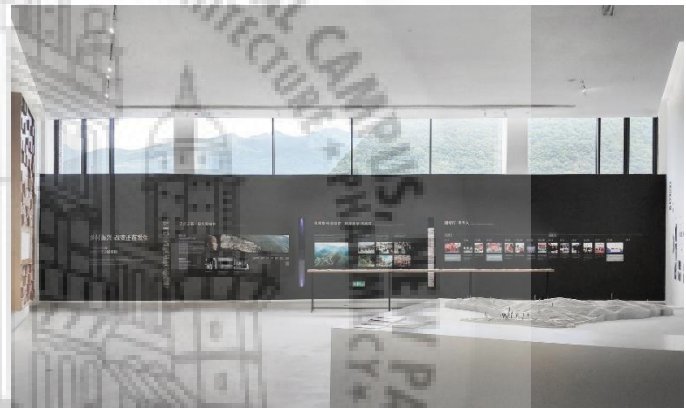
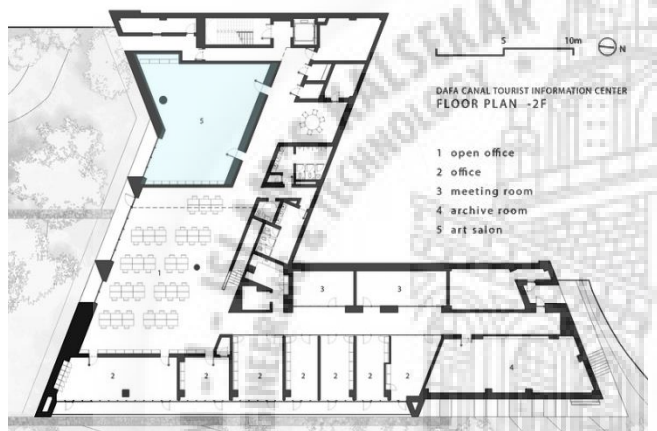


Attempts to preserve the disappearing traditional architecture.

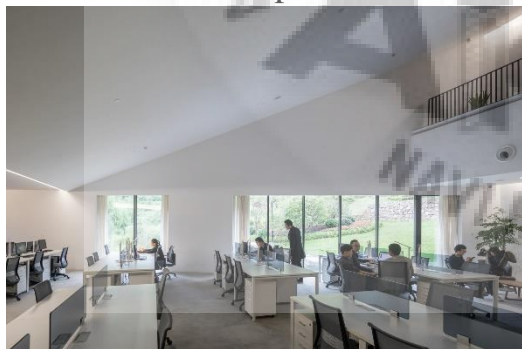
Section Blending With The Natural Contour To Blend With The Surrounding.



A floating canopy of wood tiles connects the entrance plaza and lobby with a semi-outdoor space that encourages people to linger.



The interior spaces are stepped, responding to the hilly site with framed views of the mountain landscape introduced in each space.



The interior design is simple and serene, putting focus on the exhibition and surrounding nature.

Stairs link the different levels connects meeting and office facilities



INFERENCES

- Environmental conservation and protection, the entire project was developed according to sustainable design strategies, including the sites ecological layout.
- Understanding the importance of location, relation of spaces, local and sustainable architecture.
- Creating a visual harmony with context.

## JIEZI ANCIENT TOWN MEIYI SQUARE VISITORS CENTER.

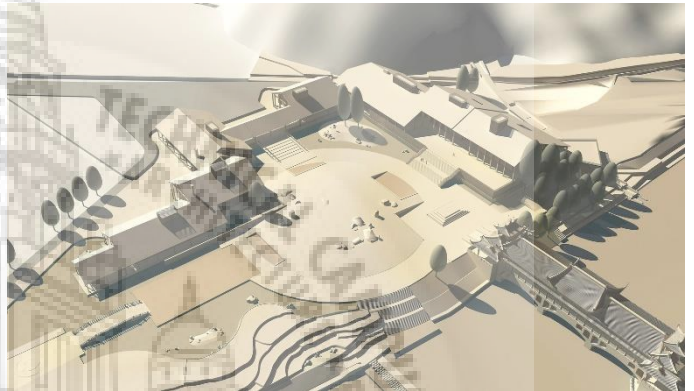
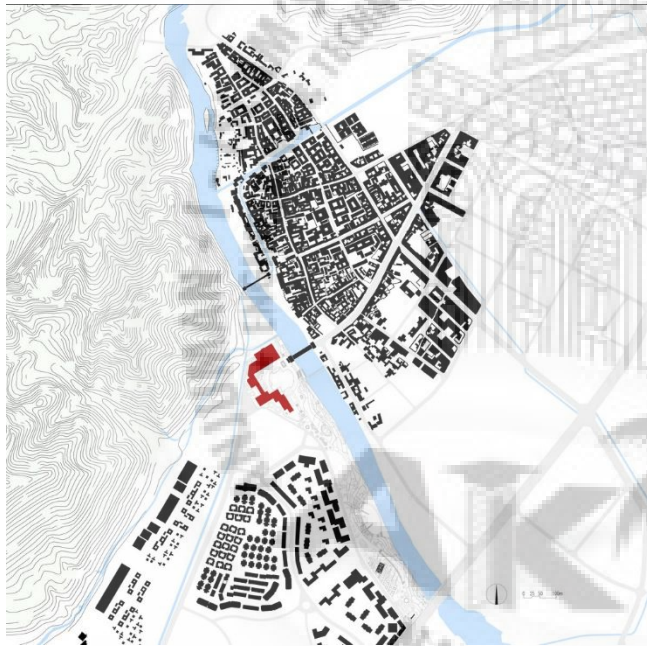
Architect: Beijing Huaqing.  
Client: Tourism Authority

City: Chengdu

Country: China

Area: 12000 m<sup>2</sup>

**Intent-** To Study The Relation Of The Discovery Of Place The Area It Caters To. The Function And The Communal Participation To Reinterpret History Of Town.



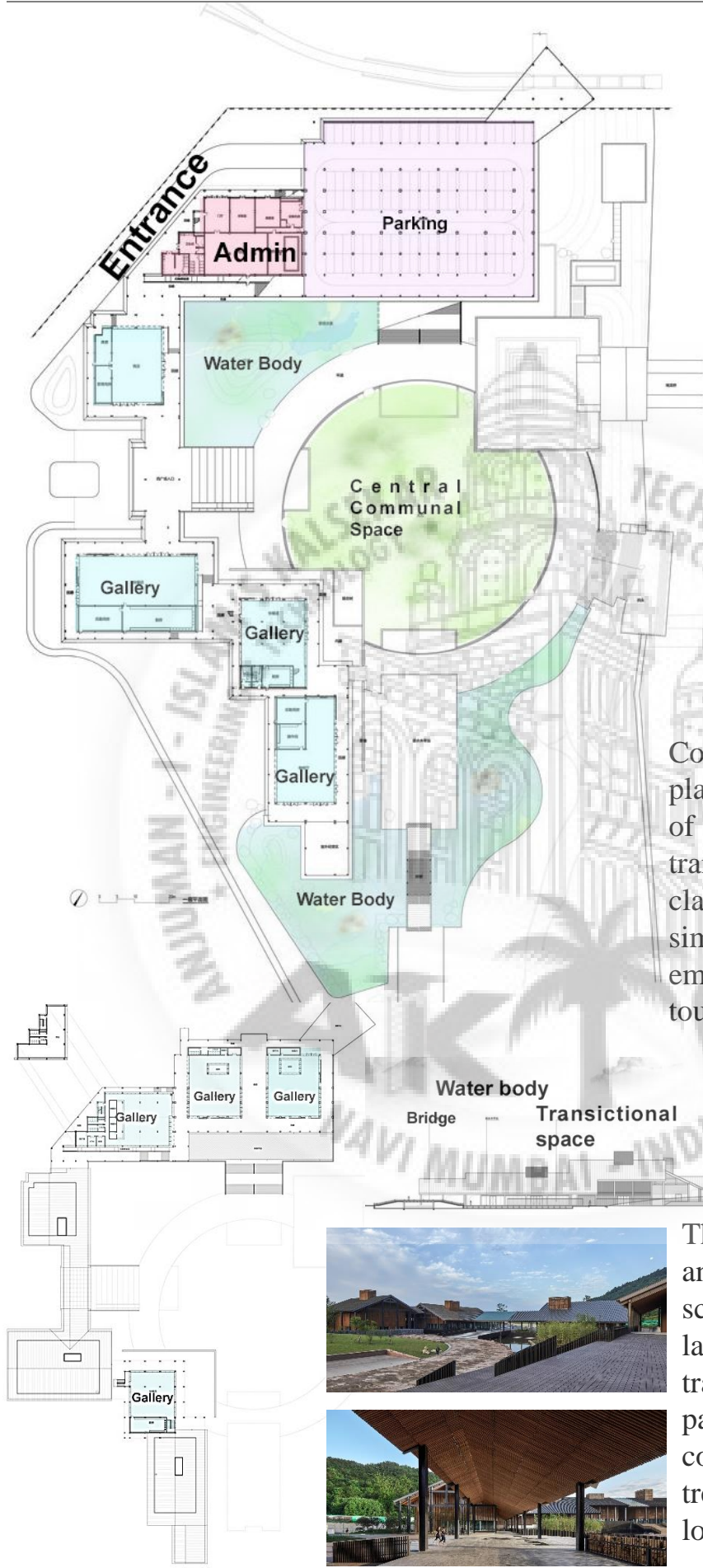
Entrance and tourist center of the ancient town along River and Mount depicts cultural boundary.



The center depicts the ancient history of the town with extensive natural landscape to connect the tourist to their culture .



Design features the forms of the traditional residence of the ancient town with the neighboring relations of the mountains, water and ancient village. Themed with the natural landscape, the architecture intends to seek modesty with inner space self-control and purity of formal language.



Continuing the ancient town, the plan fits the structure and rhythm of “introduction, elucidation, transition and summing up” of classical poems perfectly, simulating narrative and emotional elaboration, making touring an experience conception.

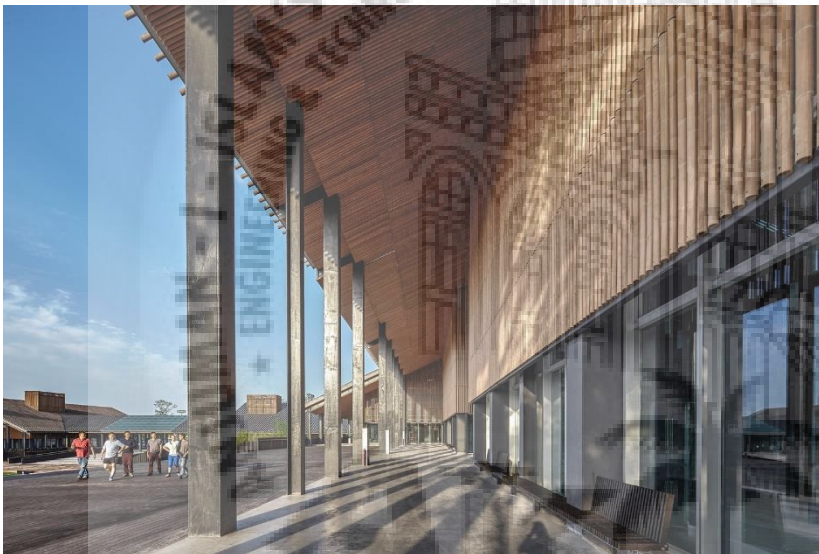


The setting of the square, route and nodes are related to sight and scene feelings of the natural landscape when traveling. The traveling routes are various, passing through a series of comparative space, including tall tress, open lawn, calm water, low-lying land and shallow hills.



Large-scale public space can be a place for romantic gathering, leisure, games, sports as well as holding cultural activities.

The relationship of site topography and cross-section of the buildings. And the ring corridor and deep eaves improve the climate adaptability of the site.



### Material

Vertical arrangement of bamboo makes it possible to form the shade on the facade. Structure, mechanical construction and air flow cavity shaped between the surface original bamboo and curtain walls, together with built-in and embedded patio and the skylight above the roof, formed both indoor and outdoor air distribution system in the summer.

### Inference-

- The Center Location, Style, Aesthetic of visitors center play a crucial role in function.
- Connecting The Locale To Tourist Through interpretation of history, culture and the traditional aspect of town.
- Connection of spaces, materials and the skyline relates ancient theme.
- Relation of scale to area.
- Height of spaces enhance indoor climate and deep eaves provides shades.

### Key Features Of The Program

- Location and the context.
- It offers the place that enhances and showcases the heritage of a natural site and collection of memories.
- Communal spaces to interact.

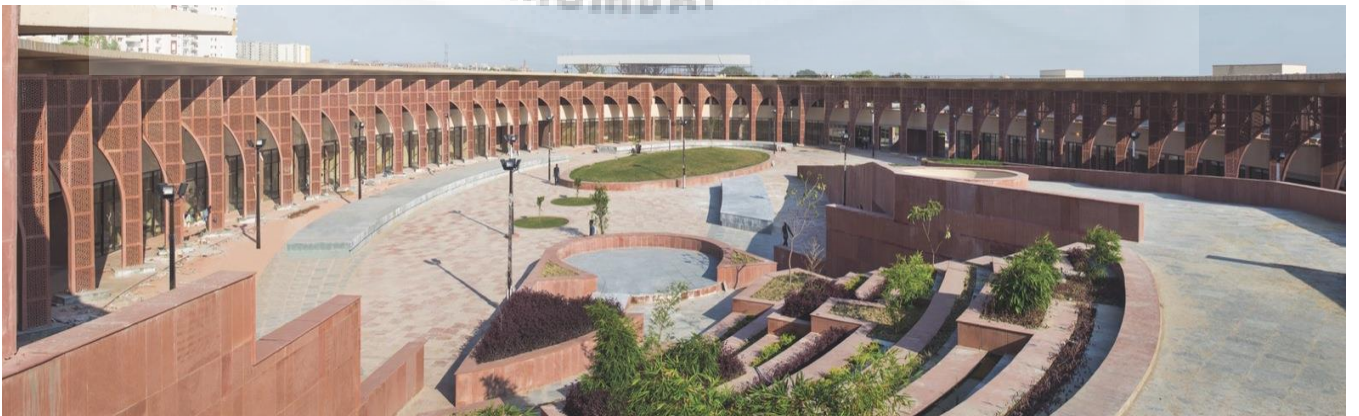
Architect: Arch ohm  
Client: Avas Vikas Parishad  
City: Lucknow  
Country: India.  
Area: 29784 m<sup>2</sup>

## Avadh Shilpgram



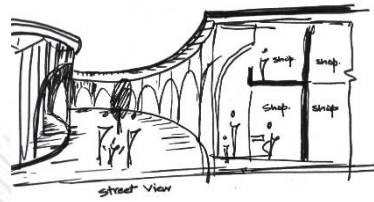
### Key features of the Program

- Design for a inspiration of cultural, political, commercial and entertainment activity of people.
- Elliptical haat is designed outside in, which helps in smooth running.
- To keep culture alive and the memories of the city.
- It consist 200 shops, auditorium, banquet hall, and various types of cuisine.

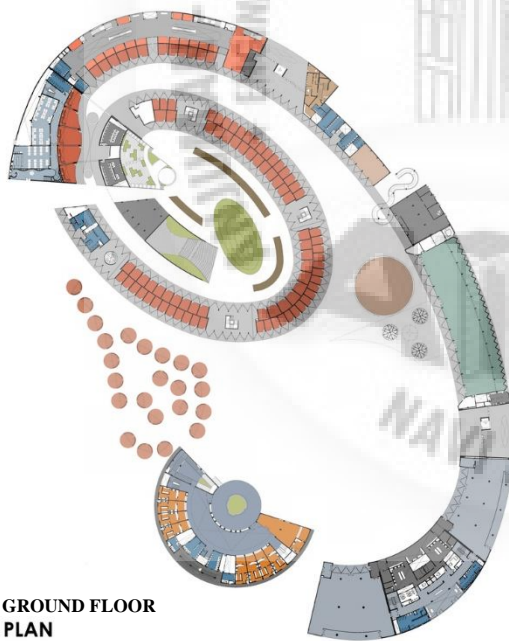
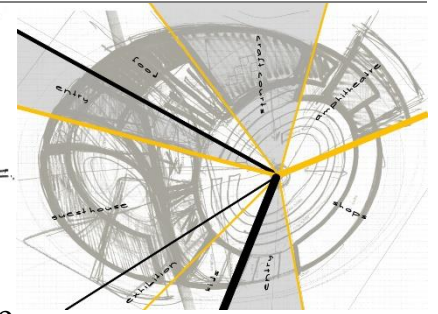




Site Plan

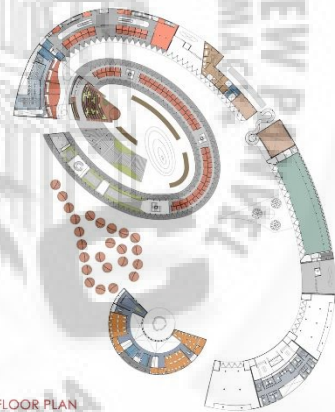


The series of arches depicting the street essence.



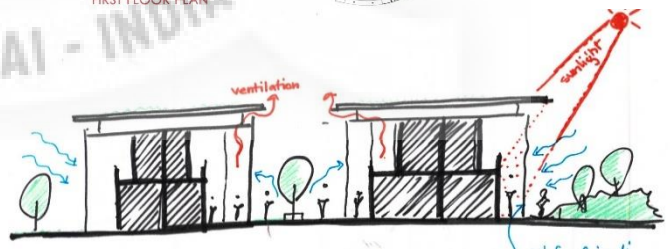
GROUND FLOOR PLAN

- Platform shops
- Craft Shops  
93 Nos. shops
- AC Craft Shops  
14 Nos. (Indoor) 01 Nos. Anchor shop
- Food Court Stalls  
08 Nos. stalls - 01 Nos. Anchor stall
- Exhibition Hall
- Dormitories (Ladies)  
74 Nos. of beds
- Public Toilets
- Craft Courts  
24 Nos. Craft Courts
- Banquet halls  
02 Nos. halls (1000 person each)
- Kids Play Area  
Indoor & Outdoor
- Administration
- Other Services



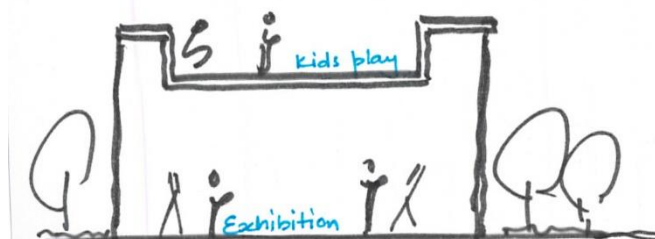
FIRST FLOOR PLAN

- Platform shops
- Craft Shops  
75 Nos. shops
- AC Craft Shops  
01 No. shop - 01 Nos. Anchor shop
- Food Court Stalls  
01 No. stall - 01 Nos. Anchor stall
- Exhibition Hall
- Dormitories (Gents)  
00 Nos. beds
- Public Toilets
- Craft Courts  
00 Nos. Craft Courts
- Banquet halls  
00 Nos. halls (1000 person each)
- Kids Play Area  
Indoor & Outdoor
- Administration
- Other Services



**Program**

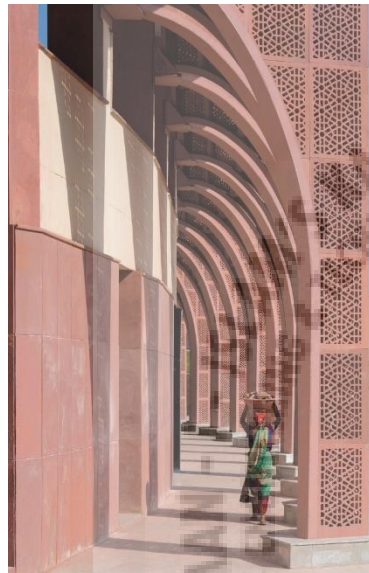
- Entrance court
- Admin block
- Shops
- Kids zone
- Dormitory
- Amphitheater
- Plaza
- Food court
- Exhibition hall
- Open Air Dining
- Banquet Space
- Parking
- Toilet







The vision is to provide the single platform for all over the country craft and to enhance the lucknowi art and craft in itself.



Each arch allows entry into the corridor at ground level. The zig zag form of jaali arches is derived by modifying the basic lines of traditional Mughal arches.



Architecture depicts the old Lucknow architecture in modern way. Clad with red Agra sandstone unify their diverse forms and functions.

Share, Interact, Learn And Teach With Their Art Of Work Directly To The Buyers, To The General Public And The Art Lovers.

#### Inferences-

- Local materials which blends with the diverseness.
- Formulation of spaces like exhibition areas, shops, communal center and etc.



A cluster of stone walled structure provides demonstration areas where artisans conduct workshop.

## Monmouth Battlefield State Park Visitor Center

Architect: ikon.5 architects

Client: Government

City: Manalapan Township

Country: United state

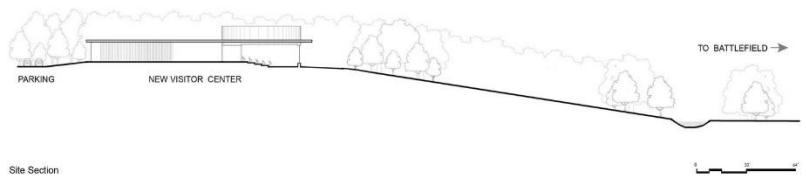
Area: 1200m<sup>2</sup>



Monmouth Battlefield State Park Visitor Center is a portal and orientation to a historic battlefield that figured prominently in the American Revolutionary War.

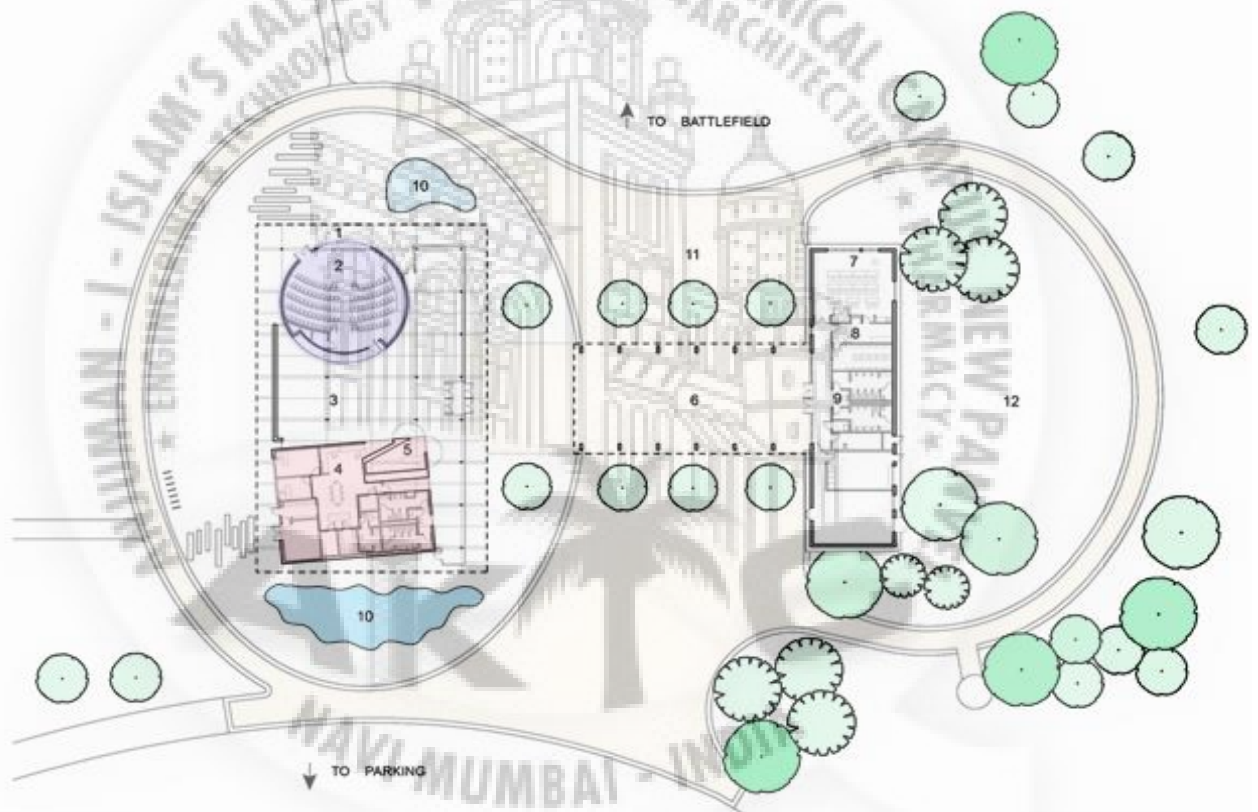


The pavilion is conceived as a modern day primitive hut, templar in its siting, but diminutive in its appearance. Like a floating cloud above the summit, the visitor center is a one story structure that creates a cantilevered roof solar shade that frames views and protects the exhibits from the sun.



**SITE PLAN**  
 1. Battlefield  
 2. New Visitor Center  
 3. Existing Renovated Porch  
 4. Existing Renovated Building  
 5. Parking  
 6. Road access

Through its siting and generous use of large expanses of glass, the pavilion dramatically changes the visitor experience and frames views of the battlefield.

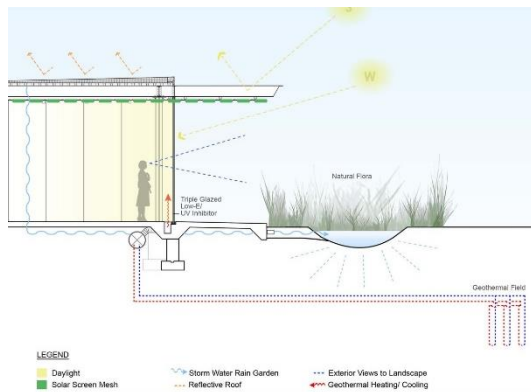


**FLOOR PLAN**

- |                              |                   |                   |                      |
|------------------------------|-------------------|-------------------|----------------------|
| 1. Viewing Terrace           | 4. Offices        | 7. Classroom      | 10. Rain Garden      |
| 2. Orientation Theater       | 5. Museum Store   | 8. Archeology Lab | 11. View Plaza       |
| 3. Interpretative Exhibition | 6. Existing Porch | 9. Restrooms      | 12. Geothermal Field |

Open pavilion that places primacy on the landscape of the battlefield as an important artifact.

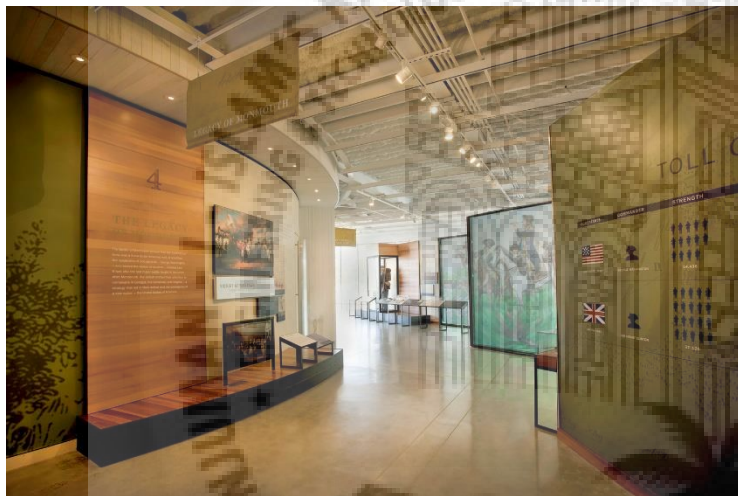
The left block has administration, shop, interpretation gallery and the oriental theater whereas the right block classroom, archeology lab, restrooms and geothermal field.



Exterior of the enclosure is triple glazed low-e laminated glazing units permitting the maximum views, but minimizing heat gain and lost.

Sustainable strategies  
The solar shade, design incorporates a number of sustainable features in achieving a LEED Gold certification. The new visitor center occurs within the bounds of the existing site and land is not additionally disturbed to commence with this project.

- Program**
- Viewing terrace
  - Orientation theater
  - Interpretative Exhibition
  - Offices
  - Museum Store
  - Classroom
  - Archeology Lab
  - Restrooms
  - Rain Garden
  - View Plaza
  - Geothermal Field.



The theater orients the history of battlefield to visitors.



A key feature of the design is a custom-fabricated “mullion-less” glass curtain wall that provides observers with an unobstructed view of the battlefield from within the museum.

**Inferences**

- The simple design study in order to understand location, style, aesthetic of the center plays a important role to function.
- Structure to minimize maintenance and to encourage.
- Sustainable strategies like water treatment, solar power usage, rainwater harvesting were being used in the structure.
- Shows the essence without visiting the field for the structure.

## Yan'an Baota Mountain Tourist Centre

Architect: THAD  
 Client: Ministry of Tourism  
 City: Yan an  
 Country: China  
 Area: 35810m<sup>2</sup>



### Key program-

- A popular and pleasant Mountain the symbol of Yan'an, prominent tourist attraction.
- The center was built in Tang Dynasty; an important historical and cultural heritage. To protect, inherit, and carry forward the identity of the Chinese Revolution.
- The local culture, Architecture has adopted the local style, repairing and conserving.

**Intent-** To study the spaces and program of the center and the adaptation of local architecture.



**Description** - Located in the center of Yan'an City. It is constrained by the unique landform, i.e. "the three mountains and two rivers," which limit the city development. The original tourist area was inadequately planned; the countless cave dwellings built by the local residents have severely destroyed the mountain's ecology. The boundary between the living space and the tourist attraction became blurred, the disordered layouts have impacted the cultural landscape and natural landform.

The design proposal seeks to retain and repair the valuable architecture, with the aim to preserve its history and locality. The slopes, mountain plank path, loose rocks, and cave dwellings have been carefully preserved and secured with reinforcement.



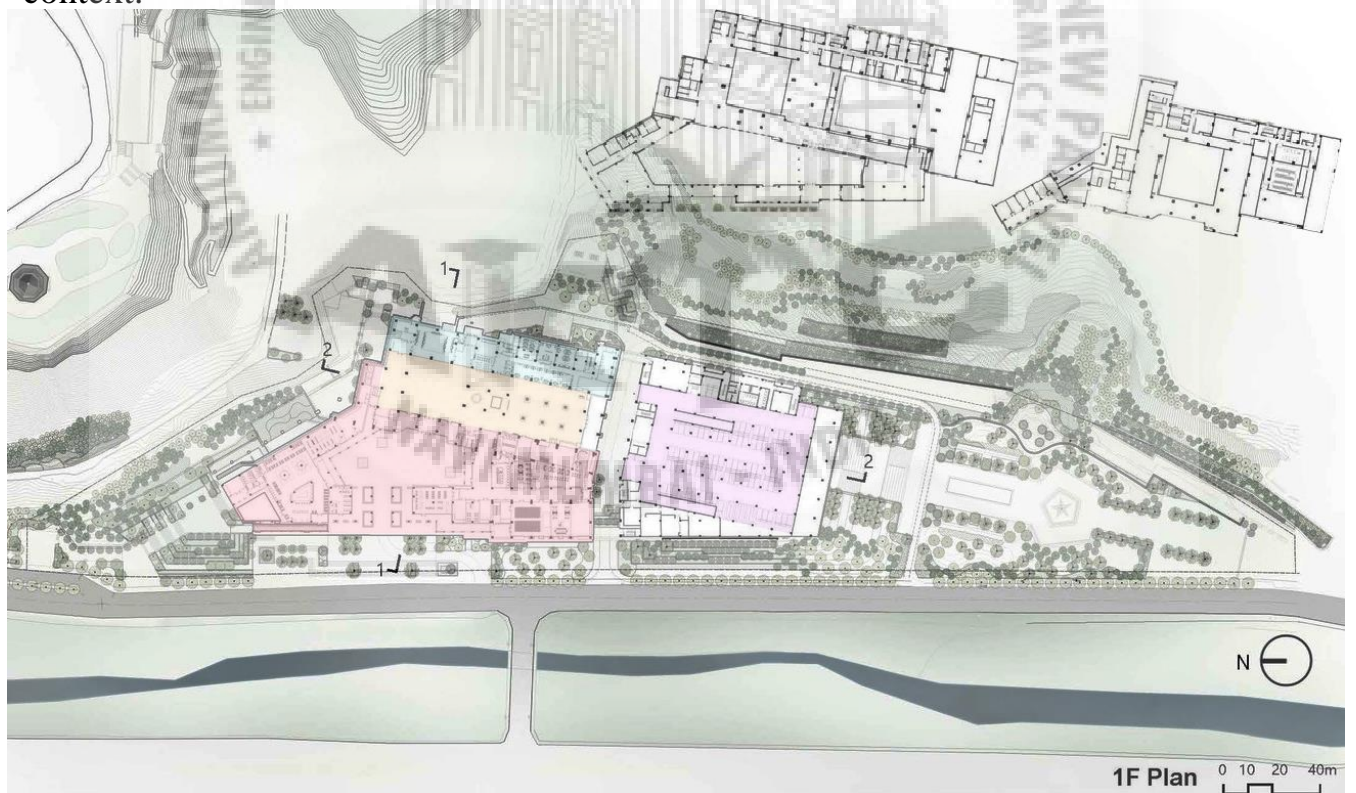
**Program**

- Exhibition space
- Consultation
- IT Center
- Offices
- Leisure
- Store
- Cafe
- Parking

The central atrium space exhibits artifacts and also act as a gathering place with a full height and control natural light.



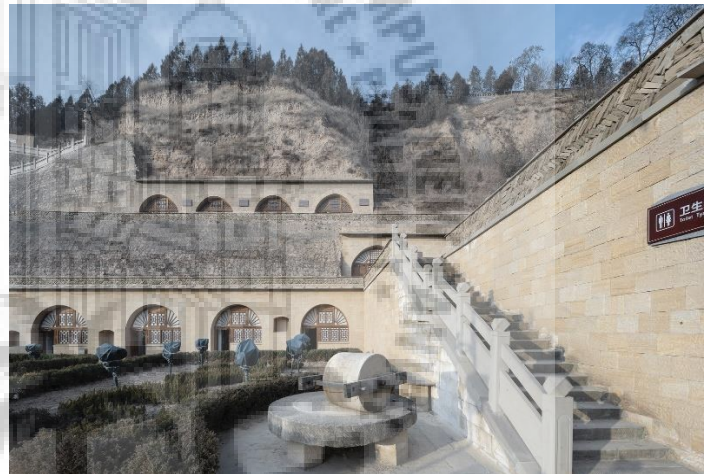
Section showing the hierarchy of volume with respect to surrounding and merging the context.



Plan with respect to its surrounding landscape and in the center of city acting as a center for tourist and the locals. The levels has their own function wrt the feasibility.



- A tourist center was proposed to enhance the tourist experience.
- The entry of the centre welcomes by a steps in order to create a experience and managing the hard and soft scape. With a large view point.
- A terraced architecture is adopted to reduce the heaviness of the massing and integrate the architecture with the natural environment.



The primary construction materials are local yellow sandstone, constructed with the traditional methods and hand-crafted by the local craftsmen. Material Reflects a rich and vivid glow, creating rich shadow, texture, and color changes.

In order to prevent the geological disaster, the site is also equipped with floodwater discharge, soil, and water conservation measures to cope with potential disasters.

### Inferences-

- Understanding the space program.
- Representing the location through abstraction in design in the form of mountain and the adjacent river.
- Integration with landscape.
- Mixing the program according to the need.
- Adaptation of local material pallet with local craftsmen's celebrates the richness of context.

## Chatouya Visitor Centre

Architect: Tumushi Architects  
Client: Ministry of Environment

City: Xian  
Country: China

Area: 1500 m<sup>2</sup>



### Intent-

To study the spaces and the program of visitors interpretation center and the connection between spaces and the landscape.

Poetic penetration between architecture and landscape.

### Key Program-

Inviting visitors to gain a knowledge of the field in densely mountain region.

Material which respects the surrounding.

The plan has a Display area, Interactive space, and a communal center.

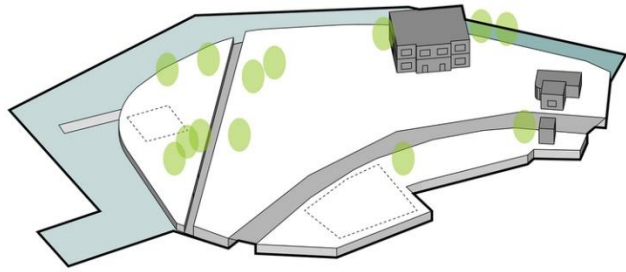


### Landscape

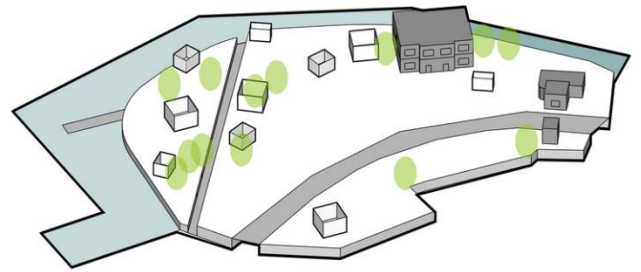
### Enhancement

Learning from traditional village, each single building is linked by straight or curved grey slate footpath. Near the river, the overhead wooden walkway connect between river and landscape nodes. Enclosed by buildings, the courtyard is made by landscape pattern, decorated with recycled tiles and white stones.

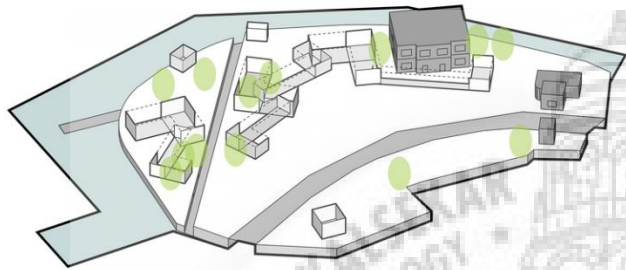




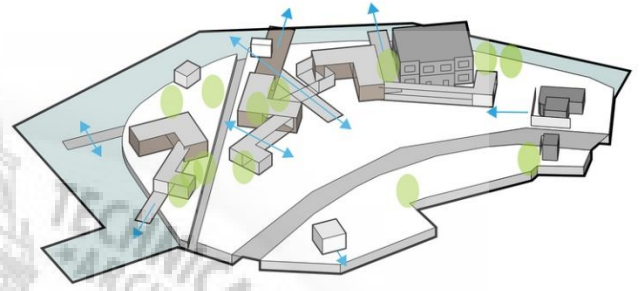
1 场地清理 Site Cleanup



2 植入盒体 Boxes Input



3 空间拆离 Space Separation



4 景观延展 Landscape Extension

### Layout-Reconstruction

The previous buildings is no reasonable layout and lack of respect to natural landscape. Trees are preserved. After completing site clean-up, Plans parking lot and toilet in the west side. The new boxes are placed into the east part of site. Following the guidance of natural landscape, all the boxes choose their appropriate size and location. Box of exhibition & visitor service is displayed in a relatively empty plots; Box of restaurant closes to river; Box of tea room faces to Cliff and box of toilet is hidden into bamboo trees. Those new boxes, attaching the preserved buildings, carefully disperse into elements of nature, create a prototype of the densely landscapes settlement.



### Material Co-melting

Local materials is re-used, the earth is re-rammed into walls, Chinese-style tile is recycled into Pavement. In the meantime, the metal panel and transparent glazing makes façade feel modern and transparent. The raw concrete of reinforces the sense of volume.



**Program-**

- Exhibition Hall
- Experience Zone
- Communal Hall
- Negotiation Room
- Restaurant
- Kitchen

- Café
- Self service Area
- Selling Area
- Shop
- Watchmen's Cabin
- Toilet

Functionally, the visitor center is a contemporary notion. The design concept was to try to respond the site within a contemporary lens. A simple and abstract makes landscapes and experience nature.

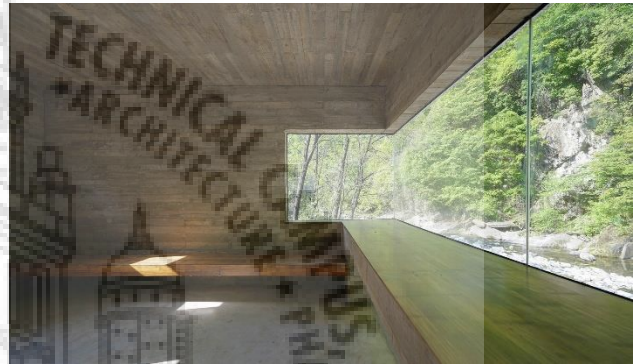


A single concrete prototype box , with the size of 5X5m<sup>2</sup>

### Special feature for Viewing

Placed along River With two viewfinders. The upper is for cliff view, extended to "concave" shaped corner window by structural cantilevers, The lower is for water view, by tectonic hiding of window frame, maximized the open landscape.

### Section of Four Seasons Tearoom



Indoor fireplace is for winter warming, and external erected stairs is for cool summer viewing.




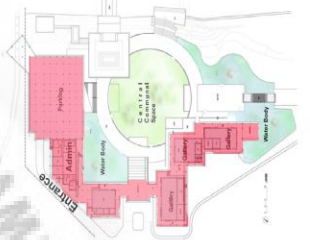





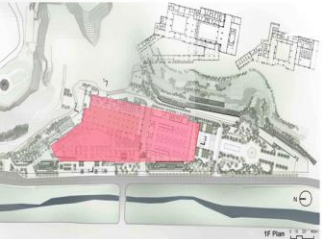


### Special Features-

- The open space is paved by white pebbles from the river.
- The sewage system for centralized sewage collection. After second purification treatment, it is used for plant irrigation.
- A rain garden is also set up in the low area to collect the rainwater from the roofs, and discharge the rainwater into river through ecological decontamination.


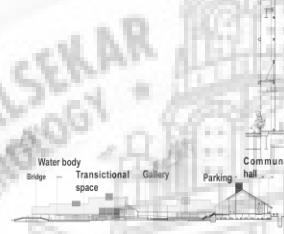

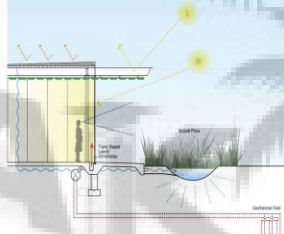
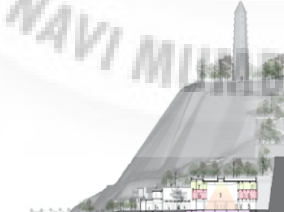

### Inferences-

- Understanding the space program.
- Integration with landscape.
- Adaptation of local material pallet with celebrates the richness of context.
- Abstraction of a simple form integrated with landscape.
- Various strategies have been adopted to ensure that the environmentally sensitive and uses natural resources in a responsible way.

## Comparative Analysis

ANALYSIS	RELATION WITH RESPECT TO CONTEXT	TOPOGRAPHY AND GEOGRAPHICAL CONTEXT	FIGURE AND GROUD ANALYSIS
DAFA CANAL TOURIST INFORMATION CENTER		<p>Hilly Region Outskirt from the Town.</p>	
JIEZI ANCIENT TOWN MEIYI SQUARE VISITORS CENTER.		<p>Flat Land with Rural Context. Tropical Climate.</p>	
AVADH SHILPGRAM		<p>Coastal Belt with Undulated Land. Tropical, Warm and Humid Climate.</p>	
MONMOUTH BATTLE-FIELD STATE PARK VISITOR CENTER		<p>Flat Land Mediterranean Climate.</p>	
YAN'AN BAOTA MOUNTAIN TOURIST CENTRE		<p>Undulating land with hilly Contour. Warm Mediterranean climate.</p>	
CHATOUYA VISITOR CENTRE		<p>Flat Land Outskirt of the City. Mediterranean climate.</p>	

## Comparative Analysis

INTENT / CONCEPT / IDEA OF THE PROJECT	CLIMATE RESPONSIVE BUILDING TECHNIQUES	CONSTRUCTION AND MATERIALS	GREEN BUILDING PARAMETERS AND SUSTAINABLE APPROACH
<p>The building aims to become a new centre piece in the village, catalyzing further development in the area. Rural introduction to agricultural tourism.</p>		<p>The stepped façade clad in local stone emerges directly from the landscape in both form and material, humanizing the scale of the building and working directly with the topography of the site.</p>	<p>Construction on stilt allowed drainage to remain uninterrupted, retain natural balance, keep existing dense vegetation untouched and letting nature dominated over built structures.</p>
<p>The center depicts the ancient history of the town with extensive natural landscape to connect the tourist to their culture .</p>		<p>The architectural color conforms to the environment harmoniously by means of natural performance of undecorated materials. Vertical arrangement of bamboo makes it possible to form the shade on the façade.</p>	<p>The builtform has been raised from the ground level as to drain water and doesn't hamper. Use of local materials and labors to pay smallest investment costs and make jobs for people here.</p>
<p>The vision is to provide the single platform for all craft and to enhance the region. The elliptical form emulates the density and vibrancy of the Lucknow.</p>		<p>Uniform material Red agra sand stone that unifies diverse forms and function. Arches and jaali are the main components.</p>	<p>Traditional Design built in a more modern way. Rainwater Harvesting has been incorporated. Soft and hard scape has been merged with the form.</p>
<p>Monmouth Battlefield State Park Visitor Center is a portal and orientation to a historic battlefield that figured prominently in the American Revolutionary War.</p>		<p>Exterior of the enclosure is triple glazed low-e laminated glazing. A key feature of the design is a custom-fabricated "mullion-less" glass curtain wall that provides observers with an unobstructed view of the battlefield from within the museum.</p>	<p>Filtered natural light into the buildings while minimizing heat gain during daytime. Rock and abundant greenery organically cools. Water consumption is reduced through the use of water-efficient appliances.</p>
<p>The design proposal seeks to retain and repair the valuable architecture, with the aim to preserve its history and locality.</p>		<p>The primary construction materials are local yellow sandstone, constructed with the traditional methods and hand-crafted by the local craftsmen. Material Reflects a rich and vivid glow, creating rich shadow, texture, and colour.</p>	<p>Passive techniques are incorporated, natural materials like stone to cool the places.</p>
<p>Functionally, the visitor center is a contemporary notion. The design concept was to try to respond to the site within a contemporary lens. A simple and abstract makes landscapes and experience nature</p>		<p>Local materials are re-used, the earth is re-rammed into walls, Chinese-style tile is recycled into Pavement. In the meantime, the metal panel and transparent glazing makes façade feel modern and transparent. The raw concrete of reinforces the sense of volume.</p>	<p>The building in itself generally remains cool due to the ingenious cross ventilation the design achieves. Passive cooling of spaces within due to the thermal mass of the stone.</p>

## Design Brief And Program

The proposal of Tourist Interpretation Centre at Murud shall address the visitors to gain the knowledge of the region and needs of communities unite them together in a harmony using design as an intervention. The communities must interact and exchange ideas at this hub, along with promoting their rich cultural Heritage fabric to the tourists. And also the culinary and other art of food as a learning can be program with the accommodation sector as a economy generation and the smoothening of the space. This will also make a statement across the tourists to react more responsibly, and would also promote.

These ideas shall be executed and addressed to, by:

Designing social and communal spaces for events, gatherings, etc.

Pedestrian friendly environment

Environmentally and culturally sustainable design

- **Communal Space-** Interaction Of Tourist And Locals.
- **Museum:** To reflect the Culture, Tradition, Religion, Natural ecology and History also to promote the legacy.
- **Workshop activities:** where the tourist can educate the villagers and spread awareness and learn from one another.
- **Library:** It will provide a better exposure for the young generation of the of the history.
- Cultural program and festival season of recreational space.
- The villagers can showcase their skills and even export their talents.
- **Accommodation unit** for the tourist people: A home stay feeling accommodation unit for the tourist.
- Recreational facilities.
- Emphasizes on the symbolic, the visual continuity with the context, but more importantly, a fundamental and functional harmony.

### Head Sections of Program

- Administration area
- Information Center
- Exhibition Space
- Learning Space
- Community Space
- Experience Zone
- Perfuming Area- Festival Celebration
- Shops
- Café
- Food center
- Restrooms
- Accommodation
- Amenities
- Parking

## SITE SELECTION



### Site Area- 19230 sqm

Accessibility- 10m wide road adjacent to the site and a service road of 6m from back

Neighborhood - Adjacent plot- residential on one and on other empty plot

Site Topography –Flat and Sloping terrain with medium vegetation on site

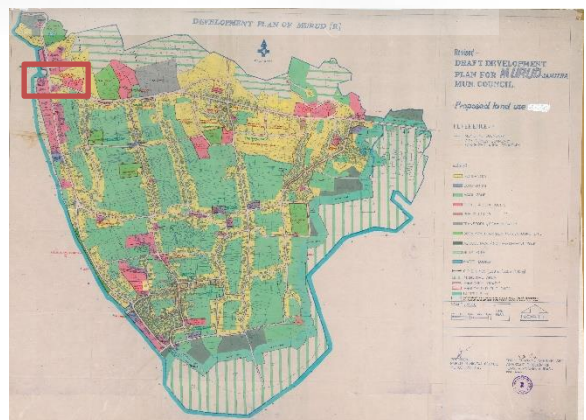
DP- Proposed tourist Center but not executed.



### INFERENCES-

They are all chosen with the following key criteria –

- Accessibility to the local Community.
- Accessibility to the tourists.
- Connectivity to the tourist hotspots and beaches.
- Near to Beach road, and can hence make excellent strengths of the site.



## List of Figures

Figure 1 The role and place of cultural tourism within alternative tourism  
*Src : Ontario Cultural and Heritage Tourism Product Research Paper*

Fig 2 -Showing- Goals and the strategies for sustainable project.

Fig 3- Minimalist and Comprehensive Sustainable Tourism Types

Fig 4- Janjira Fort

Fig 5- Map of Murud

Fig 6 Travel map of Raigad

*Src - <https://www.mapsofindia.com/maps/mah/raigad-travel-map.html#>]*

Fig 7 Travel map of Maharashtra

*Src - <https://www.mapsofindia.com/maps/mah/mharashtra-travel-map.html#>]*

Fig 8 Mapping Of Tourist Attrition In And Around Murud

*Fig 9 Murud Beach*

*Fig 10 Janjira Fort*

*Fig 11 Padmadurga Fort*

*Fig 12 Garambi Dam*

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*Fig 15 Khokri Tombs*

*Fig 16 Kuda Caves*

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Fig-- 18 No of tourist arrival

Fig – 19 Tourist Statistics of murud Janjira visited in 2019

Fig – 20 Weekly tourist percentage of October and November

Fig – 21 Weekly Tourist Percentage Of December And January

Fig – 22 Average day and night temperature

Fig – 23 Average water temperature

Fig – 24 Monthly Precipitation

Fig – 25 Monthly rainy days

Fig – 26 Average humidity

Fig – 27 Wind Speed



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