Chapter 13

Balancing Heritage Conservation and Tourism: A Case Study of Hampi

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Introduction

Heritage conservation and tourism, two significant aspects of cultural preservation and economic development, are not independent entities. They are intricately intertwined in a complex relationship that requires a balanced approach. This balance is essential to ensure that the economic benefits of tourism do not compromise the integrity of our cultural heritage.

Heritage conservation is the preservation, safety, and management of historic and cultural sites and artifacts with significant cultural value. This means preserving the integrity of the given sites and ensuring their appropriate longevity for the benefit of future generations. According to the UNESCO Institute for Statistics, heritage conservation refers to 'the measures taken to extend the life of cultural heritage while strengthening transmission of its significant heritage messages and values. It involves maintaining the physical and cultural characteristics of the object to ensure that its value is not diminished and that it will outlive our limited time span'. Cultural heritage, in this context, refers to the legacy of physical artifacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present, and bestowed for the benefit of future generations. Cultural heritage conservation involves various stakeholders, including local communities, government agencies, and non-governmental organizations. Their goal is to ensure that the sites are protected and conserved for the current and future generations and can be useful for cultural, educational, and aesthetic purposes.

Tourism is a socio-economic activity involving people's movement to places outside their usual environment for personal or business purposes. Tourism can play a crucial role in promoting awareness and appreciation of cultural heritage in the context of heritage sites. When tourists visit these sites, they not only contribute to the local economy but also learn about and appreciate the cultural significance of these places. The United Nations World Tourism Organization (UNWTO) defines tourism as 'a social, cultural, and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents), and tourism has to do with their activities, some of which involve tourism expenditure'.

The UNWTO also defines cultural tourism as "a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual, and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries, and the living cultures with their lifestyles, value systems, beliefs and traditions".

Tourism is often seen to raise threats to the conservation of world heritage. However, it can also act as a platform and a vehicle for heritage presentation to the public, conservation, and guaranteeing its economic and social viability. Hence, tourism, in most cases, is a balancing mechanism that keeps and protects the heritage itself (Our Word Heritage, 2021). The primary concern here is how to balance the needs of tourism and the need to conserve cultural heritage. On the one hand, tourism can increase income generation and, at the same time, increase the protection of cultural heritage. A growing number of travellers are interested in exploring

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cultures and histories, and this has to be done through responsible tourism practices that preserve the destination's cultural heritage.

Methodology

This research aims to comprehensively examine heritage conservation and tourism in Hampi. This is achieved through the methodology consisting of the following steps:

We first began by conducting a comprehensive review of the literature and historical documents related to heritage conservation and tourism in Hampi. This helped us understand the existing legal frameworks for heritage conservation and the challenges within these legal and institutional paradigms.

We conducted field visits to assess the site and its conditions in December 2023. During our visit, interviews were conducted with tourists and local residents to understand their perspectives on the state of conservation and tourism and their experiences and issues.

To quantify the qualitative, we adopt a method suggested by the Ministry of Tourism (2020). Based on the 'Importance-Satisfaction' model, this method is similar to the Importance-Performance Analysis (IPA) introduced by Martilla & James (1977). Here, we asked tourists to rate various aspects on a scale of 1 to 10, gauging their importance and satisfaction levels. By comparing these ratings, we identify areas that are in need of improvement. This matrix helps to prioritize or highlight areas that need immediate attention.

After this, the information gathered was analyzed and employed to provide future directions for sustainable tourism practices. These are aimed to benefit both tourism and heritage conservation.

Study Area

Hampi, recognized as a UNESCO World Heritage Site, is a place of great historical and cultural value. It is located in the Hosapete Taluk of the Vijayanagara District in Karnataka, India. In the olden days, it was the capital city of the Vijayanagara Empire.

Hampi is home to more than 1600 monuments protected by the State Archaeology Department and 59 monuments preserved by the ASI, 56 of which are in the core zone. The area also features five historic canals and their associated water systems, over a hundred kilometers of fortifications, and more than a hundred kilometers of historic pathways.

Hampi's landscape is a beautiful blend of nature and history. It's marked by rocky hills and valleys that are made of granite. The Tungabhadra River enhances the landscape, forming various landforms like canyons and gorges. It creates several water bodies, enhancing the landscape's diversity. The granite slowly fades away as it moves south and unveils a broad plain stretching over 10-15 kilometers leading up to the slopes of the Sandur Hills. The landscape is an example of the coexistence of history and natural beauty.
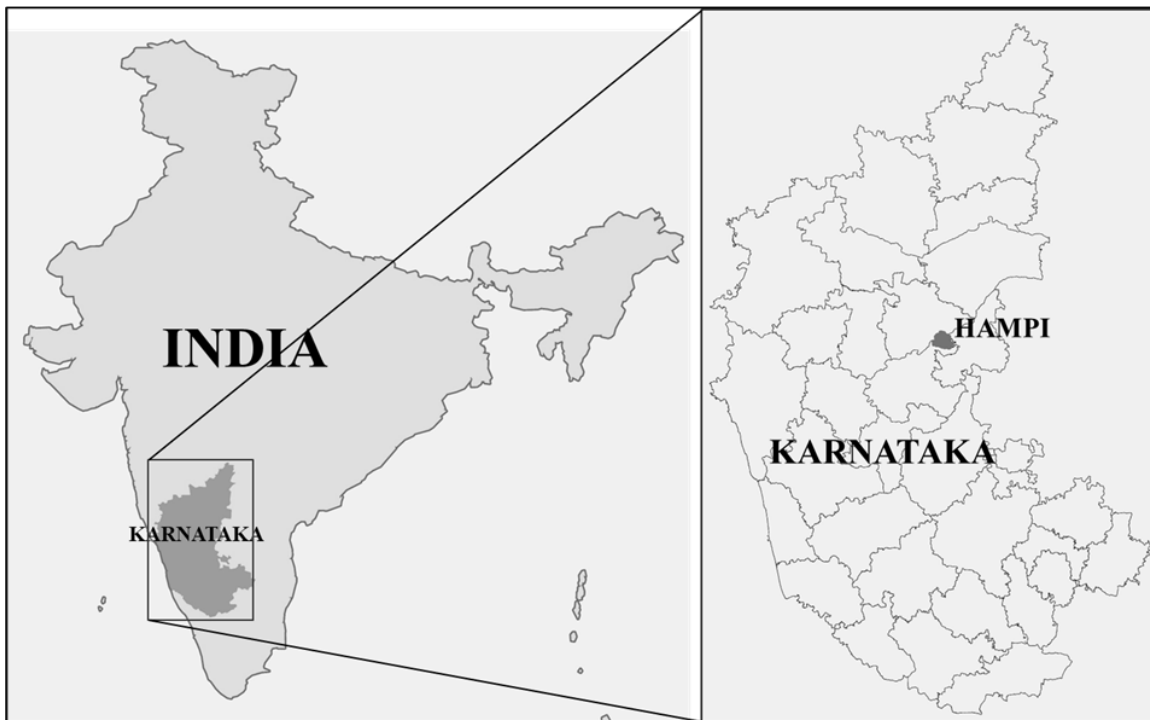
Figure 1. Hampi's Location in Karnataka, India.

Mythological Significance

Hampi, known in ancient times as Pampa Kshetra and Kishkindha, holds a significant place in Hindu mythology. It is identified as the kingdom of Kishkindha, the realm of the monkey king Sugriva, featured in the Hindu epic, the Ramayana. According to the Ramayana, this region is where Lord Rama, along with King Sugriva, and its army, along with Hanuman, journeyed to rescue Lord Rama's wife, Sita, from the demon king Ravana. This association with the Ramayana has given Hampi a very high mythological value.

The mythological importance of Hampi extends beyond the Ramayana. It is also referred to in the Puranas and other ancient Hindu texts as Pampa Devi Tirtha Kshetra. Goddess Pampa also referred to as Parvati, is believed to have performed a rigorous penance, known as Tapas, before her marriage to Lord Shiva, one of the primary deities. Another legend narrates that it was here that Lord Shiva, using his third eye, incinerated Kama Dev, the God of Love, adding another layer of divine narrative to the region. The name "Hampi" is derived from the Kannada name "Hampe," which in turn originates from the ancient name of the Tungabhadra River, "Pampa." This etymology underscores the region's ancient roots and its enduring cultural importance.

Historical Significance

Hampi served as the capital of the Vijayanagara Empire. The empire was founded by Harihara I and Bukka Raya I in 1336. The capital of the empire, Vijayanagara, or Hampi, was a marvel of architecture and urban planning. It opened a new page in the history of the land. It rose to become one of the world's greatest and largest cities by 1500 CE and probably the richest in India. It was an engineering and architectural splendour. It was strategically placed near the Tungabhadra River to conduct trade, agriculture, and defence easily and conveniently. The city was a cultural hub, drawing traders from across the globe, including Persia and Portugal. The unique architectural style of the empire, known as Vijayanagara Architecture, blended South and Central Indian traditions to create awe-inspiring temples and structures that still stand today. When the Italian visitor Niccolo de Conti visited Vijayanagara in 1420, estimated the city's circumference at sixty miles. Domingo Paes, a Portuguese traveller of the 16th century, compared Vijayanagara's size to Rome and praised its beauty, noting it was "the best-provided city in the world" where "everything abounds.".

By 1520, under Krishnadevaraya's rule, Vijayanagara had become the first truly global city of the time, cosmopolitan, large in size and stature. It was so rich that diamonds were sold by the in the streets. But, the empire fell in 1565 at the Battle of Talikota. Led by Rama Raya, the empire's army was defeated by the alliance of the Deccan sultanates, leading to the destruction of the city of Vijayanagara.

Despite the devastation, Hampi remained a religious center, which contained the Virupaksha Temple, which was significant as a religious centre, while an active Adi Shankara-linked monastery still existed in the vicinity. Gradually, the ruins of Hampi were covered by nature and totally forgotten. The British colonial officials rediscovered the remains of Hampi in the nineteenth century. The very first official documentation of Hampi was carried out by Scottish Colonel Colin Mackenzie, who became India's first Surveyor General and documented that the Hampi site was abandoned and inhabited only by wildlife. In the 20th century, the site's management was taken over by the Archaeological Survey of India, which carried out much restoration and excavation. In 1986, UNESCO declared Hampi a World Heritage site, underlining its historical and cultural importance. Now, the ruins of Hampi speak of the past glory of the empire. These ruins continue to draw the attention of historians, archaeologists, and tourists from all over the world. The story of Hampi and the Vijayanagara Empire is an important part of Indian history. It's a story of growth and downfall, of glory and ruin.

### *Preservation and Management Efforts*

In 1986, the Hampi Group of Monuments was recognized as a World Heritage Site. After this, the government of India and Karnataka started working on the guidelines for the World Heritage Centre. Then, on October 22, 1988, the Government of Karnataka, under sub-section 3 of section 19 of the Karnataka Ancient and Historical Monuments and Archaeological Sites and Remains Act, 1961, issued a notification. This notification declared certain specific areas in the villages of Hampi, Krishnapura, Kaddirampura, Singanathahalli, Kamalapura, Venkatapura, Bukkasagara, and Nimbapura in the Hosapete taluk of the Ballari (now in Vijayanagara) district, and Anegundi and Virupapura Gadda in the Gangavathi taluk of the Raichur (now in Koppal) district as protected areas.

In 1999, Hampi was put on the Heritage endangered list because unplanned developments were potentially dangerous. This made the GOK and GOI take corrective measures, including formulating a site management mechanism. Consequently, the HWHAMA Act 2002 was enacted.

The Hampi World Heritage Area Management Authority (HWHAMA) administers the area based on the Core Zone declared as a "Protected area" under the State Archaeology Act notification number ITY 137 KMU 84 dated October 22, 1988. The Act of 2002 declared the region a Local Planning Area under section 4(A) of the Karnataka Town and Country Planning Act of 1961. The Local Planning Area comprises 29 villages (14 of which are a part of Hospet taluk and 15 of which are a part of Gangavathi taluk), covering about 236.46 square kilometers in area. The population in the south of the river is 45,908 in 172.56 square kilometers; in the north,

it is 14,033 in 63.90 square kilometers, establishing beyond doubt that the southern villages covered more area and are more densely populated than the northern ones.

The management of HWHAMA is founded on the principle of the Core Zone, which is ringed by the Buffer and the Peripheral Zones. The Core Zone comprises significant settlements covering 41.8 square kilometers, of which Kamalapura, Anegundi, Hampi, and Kaddiramapura have major settlements. Detailed studies and plans have been prepared for these villages following various surveys to ensure their preservation and management. (Hampi World Heritage Area Management Authority (2007))
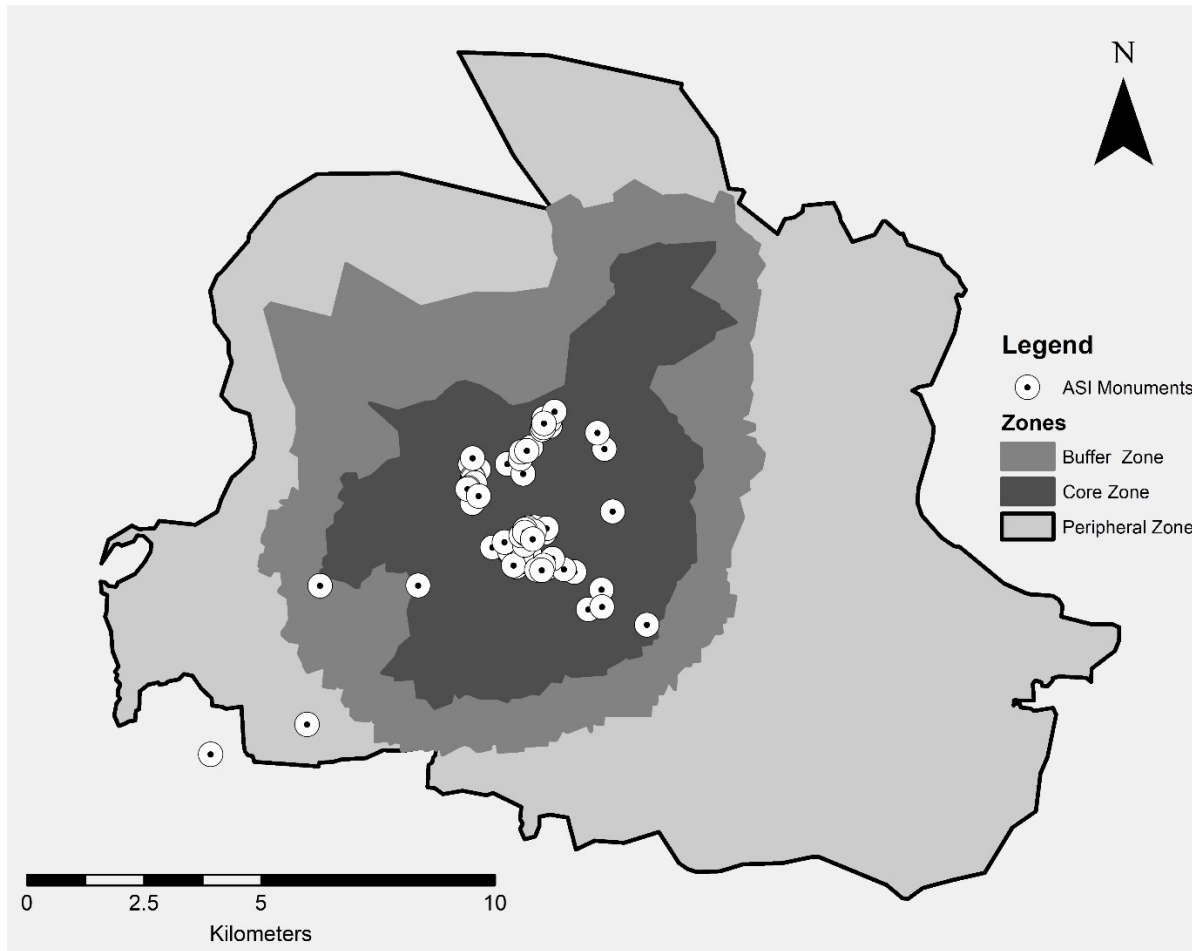
Figure 2. Hampi Master Plan: Core, Buffer, and Peripheral Zones.

Demography
The Hampi core zone, a region of significant historical and cultural importance, comprises four major settlements: Anegundi, Hampi, Kaddirampura, and Kamalapura. The demographic data for these settlements is presented in the table below:

Table 1. Demographic data of Core Zone. (Source: census2011)

| Name of Village/Town	Number of households	Population (2011)	Gender ratio (females/1000 males)	Literacy rate (%)
Anegundi	838	3733	1060	57.22
Hampi	632	2777	1045	64.82
Kaddirampura	264	1339	1026	56.24
Kamalapura	5140	25552	1041	58.42

The literacy rates in these settlements are notably lower than the state average (75.36%), indicating potential educational challenges

Tourist footfall
Hampi attracts an average of around 3,000 visitors daily. This figure can rise to about 10,000 daily visitors during peak times. Hampi has a dry and hot climate, which significantly influences the visitor patterns throughout the year. From March to early June, the summer season sees temperatures close to 40°C. This intense heat leads to a drop in the visitor's count. The monsoon season, from June to early August, brings wet weather to Hampi. The winter season, from November to February, is the colder period of the year and attracts

the highest number of visitors, particularly in December and January. This surge indicates a preference of visitors during the winter months. On the other hand, the summer months of May and June show noticeable visitor numbers dip. Over the years, from 2010-11 to 2017-18, Hampi has seen a gradual increase in visitor numbers, peaking in 2017-18. The subsequent years have witnessed a decline. Despite these fluctuations, Hampi continues to draw tourists with its unique charm.

Here is the data on tourist footfall at ticketed ASI Monuments from 2010-11 to 2019-20:
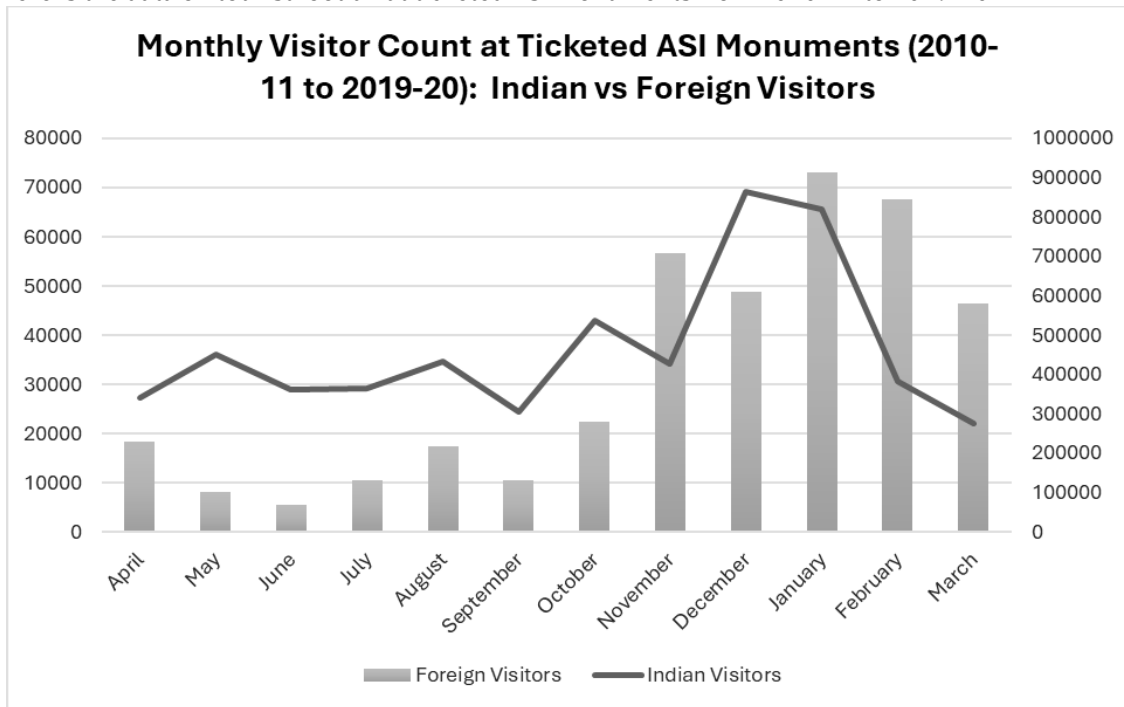
Figure 3. Total Monthly Visitor Count at Ticketed ASI Monuments (2010-11 to 2019-20): Indian vs Foreign Visitors (Source: Archaeological Survey of India Hampi Circle)
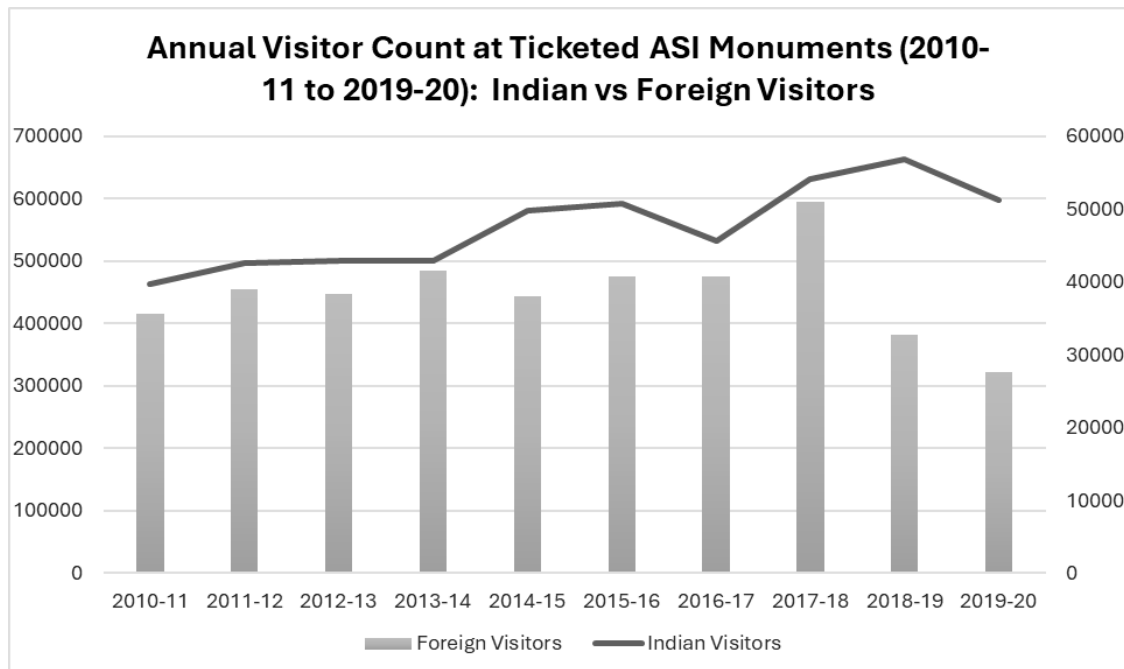
Figure 4. Annual Visitor Count at Ticketed ASI Monuments (2010-11 to 2019-20): Indian vs Foreign Visitors

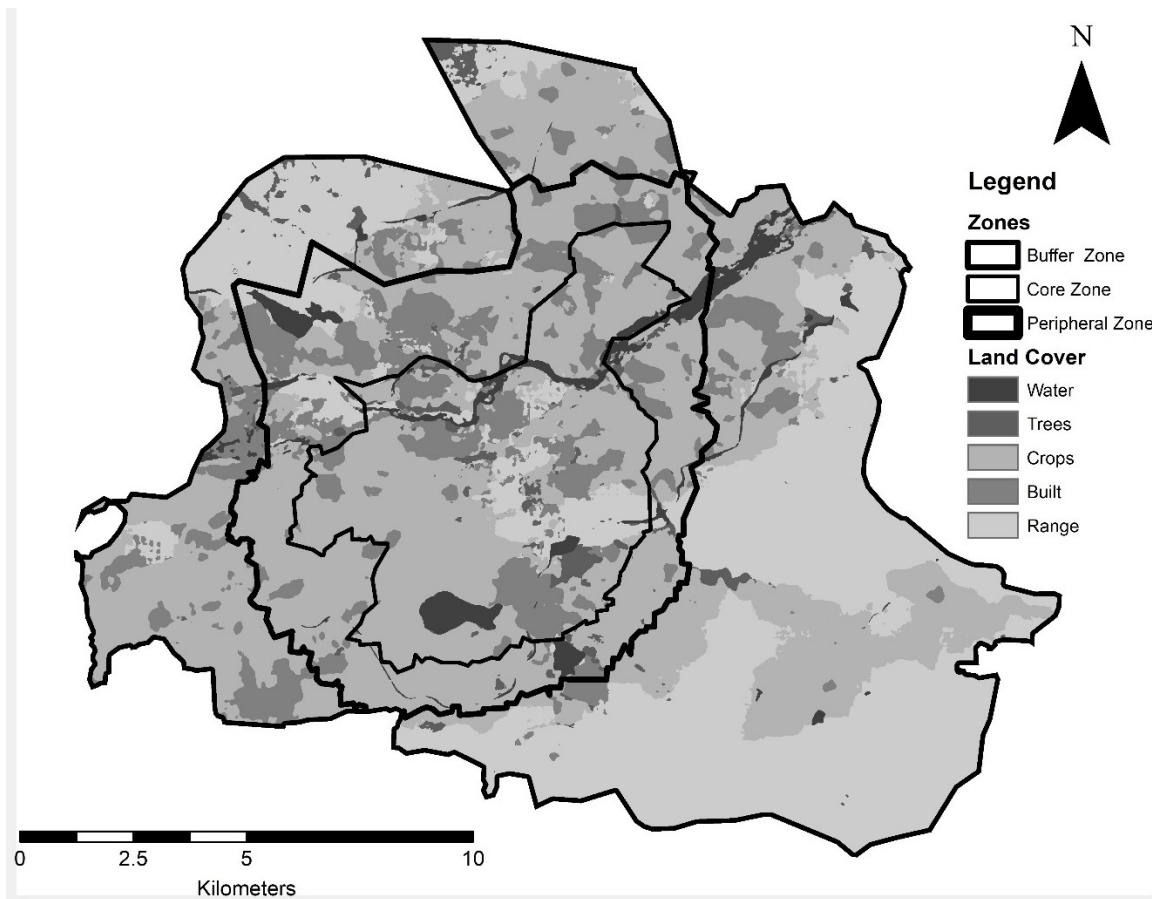(Source: Archaeological Survey of India Hampi Circle)

Figure 5. Land Cover Map, 2023

Survey Data

The survey was conducted during December 2023. It was initially conducted among 162 tourists and 54 locals & service providers. Because of incomplete responses or other issues, 8 tourists and 2 locals & service providers were excluded from the final analysis. So, the survey results are based on the feedback from 154 tourists and 52 locals & service providers. The survey tried to gather insights and feedback by considering different groups and categories.

Tourists

The majority of the tourists surveyed were Indian nationals (98), with a significant number of foreigners (55) and Non-Resident Indians (NRIs) (1). Among the Indian tourists, 52 individuals were from districts outside Vijayanagara District, 20 were from the same district, and 26 were from other states within India. The foreign tourists represented various countries, with the highest numbers from France and Italy (7 each), followed by Germany, the UK, and the USA (6 each). Other countries included Spain, Australia, Austria, Belgium, Switzerland, Brazil, the Czech Republic, Israel, the Netherlands, New Zealand, Portugal, and Russia.

The largest age group among the tourists was 25-34 years old (61), followed by 18-24 years old (37), indicating a younger demographic preference for visiting. In terms of gender, there were 110 males and 44 females. The majority of visitors were employed (78), followed by self-employed individuals (29) and students (15). The highest income group among the tourists was 'Above 18 lakhs' (55), primarily consisting of foreign tourists, followed by the 'Between 3-6 lakhs' (31) and 'Below 3 lakhs' (26) income groups, which were mostly Indian tourists.

Most visitors (117) said visiting rarely, with 29 visiting annually. Among those who visited rarely, most (86) were first-time visitors, highlighting the location's ability to attract new tourists. Buses (61) were the most popular mode of transportation, followed by cars (34), two-wheelers (29), and trains (25). Foreign tourists typically use public transport such as buses or trains, while Indian tourists prefer private transportation like cars or two-wheelers.

The distribution between overnight visitors (74) and same-day visitors (80) was nearly the same. Most Indian tourists were same-day visitors, whereas nearly all foreign tourists were overnight visitors. Among the overnight visitors, the majority (70 out of 74) opted for hired accommodation, with homestays being the most popular choice (41), followed by budget hotels (12) and luxury or heritage hotels/resorts (16). The primary

reasons for visiting were holidaying, leisure, and recreation (116), followed by education/training (19) and pilgrimage/religious activities (17). Most visitors travelled with family or friends (116), compared to those traveling alone (18) or in organized groups (20).

The average daily expenditure per tourist was calculated at INR 3,583, with accommodation being the largest expense (INR 1,720), followed by food & drink (INR 722), local transport (INR 577), shopping (INR 282), and other expenses (INR 282).

Locals and Service Providers

Among the 54 respondents, 43 were local service providers, while 9 identified as locals. The respondents are from various locations: Hampi (25), Kamalapura (16), Kadirampura (7), Anegundi (2), and other areas (2). The age group distribution leaned towards the middle-aged, with the majority being between 25-44 years old (30 respondents). There were 42 males and 10 females. Many respondents were self-employed (34), predominantly in the tourism sector, with a significant number of them saying they have an annual income below 3 lakhs (46 respondents).

The types of services provided by these 43 local service providers were as follows: food and beverage (11), transportation (8), tour guide services (7), retail or souvenir shops (6), accommodation (5), and other services (6).

A striking 42 respondents claimed complete dependence on tourism for their livelihood, with only 9 partially dependent and 1 not dependent, emphasizing the critical importance of tourism to the local economy.

In terms of education levels, many of the respondents (16) had no formal or only primary education, while the majority had completed 10th grade (17), followed by 12th grade (11), and a smaller group had bachelor's degrees (7).

A strong majority (46 respondents) believed that heritage tourism provides opportunities for local businesses to thrive, indicating positive sentiment about the impact of tourism on local economic development. However, opinions were mixed regarding improvements in infrastructure services for locals, with 16 reporting improvements and 36 noting no noticeable changes or worsening conditions. Satisfaction with authorities' efforts to address local needs was divided, with 39 respondents dissatisfied or very dissatisfied, 4 neutral and 9 satisfied.

Analysis & Results

Importance-Satisfaction Analysis

Feedback was collected from 154 tourists. The respondents were asked to score each facility/infrastructure component on a scale of 1 to 10 for both "importance" and "satisfaction". The mean (geometric mean) scores for the importance and satisfaction/quality of each facility, service, or amenity are calculated.

A plot is created using the mean of importance and satisfaction as coordinates. Facilities, services, or amenities that fall into the quadrant indicating high importance but low satisfaction are identified as areas needing high prioritization (Ministry of Tourism, Government of India, 2020).

Table 2. Importance-Satisfaction Analysis

Sl. No.	Facility/Amenity/Service	Importance	Satisfaction	Quadrant
2	Road Connectivity	9.82	8.68	High Importance - High Satisfaction
3	Road Condition	9.35	7.38	High Importance - High Satisfaction
4	Rail Connectivity	9.51	8.03	High Importance - High Satisfaction
7	Last Mile Connectivity	8.68	5.26	High Importance - High Satisfaction
9	Local Roads Condition	9.26	6.89	High Importance - High Satisfaction
13	Commercial Transportations	9.29	5.31	High Importance - High Satisfaction
15	Hotels/Accommodation	9.00	6.00	High Importance - High Satisfaction
20	Signage at Attractions	8.81	5.59	High Importance - High Satisfaction
22	Parking Facility	8.77	5.78	High Importance - High Satisfaction
23	Heritage Sites Conservation	9.73	7.63	High Importance - High Satisfaction
27	Accessibility Features (for differently-abled)	8.91	5.86	High Importance - High Satisfaction
11	Traffic Management	8.44	5.96	Low Importance - High Satisfaction
18	Souvenir Shops	7.44	6.54	Low Importance - High Satisfaction
21	Information Boards	8.32	6.29	Low Importance - High Satisfaction
25	Tourist Police	7.57	6.31	Low Importance - High Satisfaction
28	POS/E-Payment Facility	8.31	5.36	Low Importance - High Satisfaction
1	Air Connectivity	7.12	4.86	Low Importance - Low Satisfaction

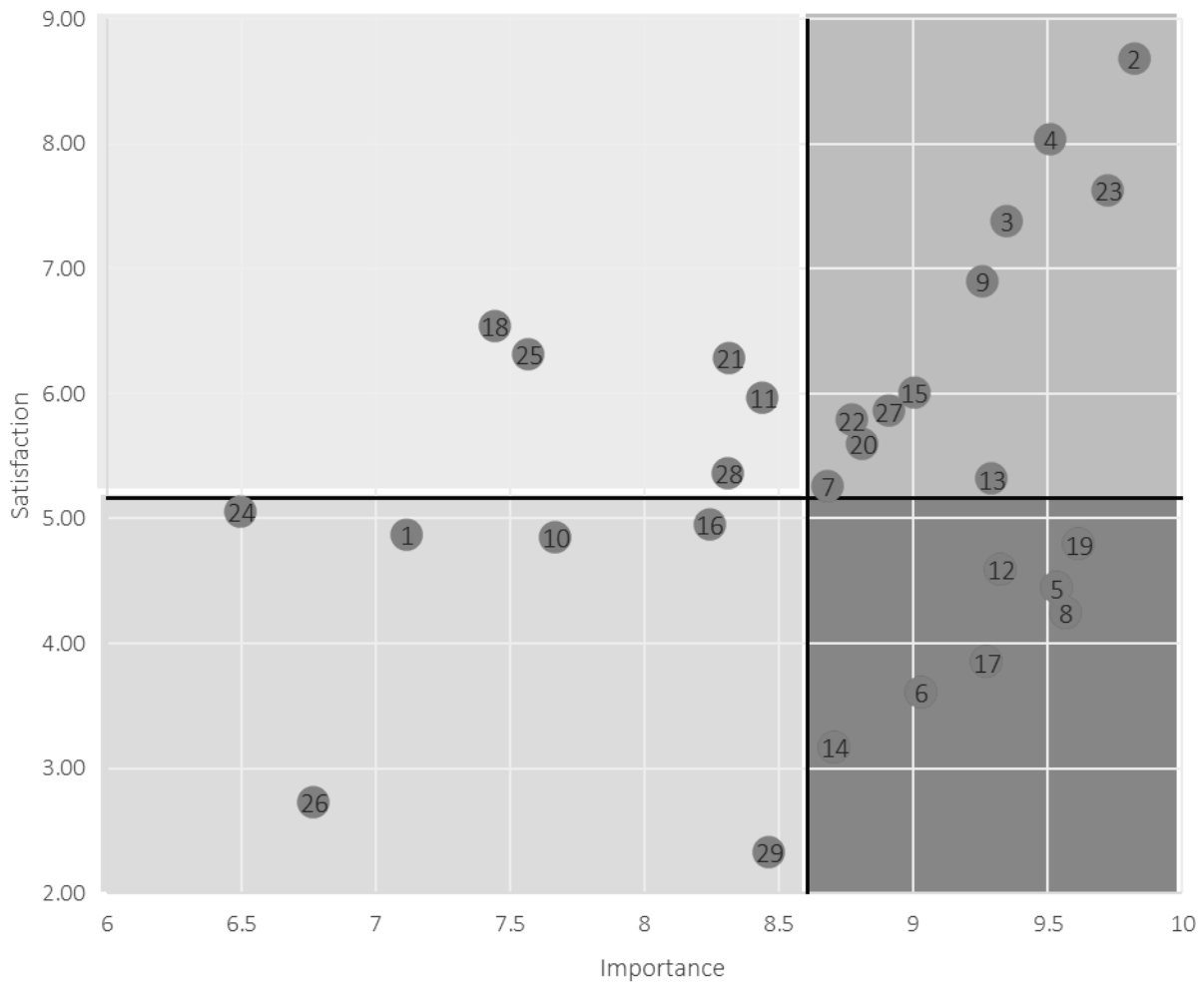| 10	Street Lighting	7.67	4.84	Low Importance - Low Satisfaction
16	Accommodation Pricing	8.24	4.95	Low Importance - Low Satisfaction
24	CCTV Cameras	6.50	5.06	Low Importance - Low Satisfaction
26	Medical Facilities	6.77	2.72	Low Importance - Low Satisfaction
29	Banking Facilities (Banks, ATMs)	8.46	2.32	Low Importance - Low Satisfaction
5	Public Restrooms/Toilets	9.54	4.44	High Importance - Low Satisfaction
6	Drinking Water Facility	9.03	3.60	High Importance - Low Satisfaction
8	Garbage Disposal	9.57	4.25	High Importance - Low Satisfaction
12	Mass Transit System	9.32	4.59	High Importance - Low Satisfaction
14	Tourist Information Centres	8.71	3.17	High Importance - Low Satisfaction
17	Restaurants	9.27	3.85	High Importance - Low Satisfaction
19	Cleanliness	9.62	4.79	High Importance - Low Satisfaction

Figure 6. Importance-Satisfaction matrix.

This analysis provides a roadmap for prioritizing improvements to enhance the tourist experience. The focus should be on the 'High Importance - Low Satisfaction' quadrant (Martilla & James, 1977), which includes Public Restrooms/Toilets, Drinking Water Facilities, Garbage Disposal, Mass Transit Systems, Tourist Information Centres, Restaurants, and Cleanliness. Improvements in these areas will have the most significant impact on overall tourist satisfaction. At the same time, maintaining the high standards in the 'High Importance - High Satisfaction' quadrant is crucial for retaining the existing strengths. The 'Low Importance - High Satisfaction' quadrant could be reviewed for potential resource reallocation. The 'Low Importance - Low Satisfaction' quadrant, while not a priority, could still benefit from gradual improvements.

Conclusion and Future Directions

In conclusion, Hampi's heritage conservation and tourism balance presents opportunities and challenges. While Hampi's rich cultural heritage and UNESCO World Heritage Site status attract many tourists, several issues must be addressed to ensure that tourism is sustainable and beneficial to visitors and the local community.

Existing Challenges

Many tourists reported a lack of basic facilities such as water, toilets, and bathrooms. Many said the trash was scattered around the site. Amenities, including hotels and local transport, are perceived as very expensive, with foreign tourists particularly facing higher charges than usual. Parking is another issue, with tourists struggling to find adequate space and stand space available near monuments. Many tourists are forced to rely on autorickshaws; some find them expensive, and hence, local tourists depend on private vehicles. Signboards are either incorrectly placed or not visible, leading to confusion and navigation problems. The roads in Hampi are dusty, and the absence of separate walkways results in dust and pollution when vehicles move. The lack of essential services such as ATMs and healthcare facilities are causing inconvenience.

Several locals expressed a sentiment of invisibility in the eyes of the government, feeling excluded from stakeholder status and mostly overlooked in the decision-making processes that directly affect them. The locals feel that the restrictions imposed by the government on development prevent them from engaging in commercial activities that could improve their socio-economic status. This sense of neglect extends to the local businesses, with some vendors being displaced from their selling spots. Several locals expressed concern over the community's apparent disregard for education, as children are reportedly involved in commercial activities instead of attending school. These combined issues highlight the need for a more inclusive and supportive approach to address the concerns of both tourists and the local community in Hampi.

As Hampi is home to thousands of monuments, several lesser-known ones often go unnoticed due to a lack of management and maintenance, as well as the absence of description boards.

Apart from these problems, Hampi monuments face intense conservation threats. Natural calamities like heavy rains and flooding have caused damage to some of the monuments. Restoration work is in progress. Over-irrigation and water-intensive agriculture around Hampi pose a threat to the site. Farming around some unnoticed monuments worsens the threat. Heavy goods transport is another threat to the property, so a bypass road is constructed to save the site. Development pressure, encroachments, and changes in land use pose a threat to the integrity of the property, while incompatible and unwanted constructions in the plains, hills, and core zone of Hampi have multiplied. Physical damage to the monuments is evident, as several monuments have visible cracks, which are probably caused by the vibration of some seismic activity or nearby construction work. Such damage is harmful to the structural integrity of the monuments. Vandalism, like the inscriptions of names on the surfaces of monuments, is irreparable damage to these heritage structures. In spite of such challenges, work is being done to preserve Hampi's heritage. Several excavation works, renovation, restoration, and structural support projects are underway.

Future Directions

Significant upgrades to infrastructure are essential to improve the tourist experience in Hampi. Priority should be given to basic amenities such as clean drinking water, well-maintained public restrooms, effective garbage disposal systems, and sufficient street lighting. These improvements, identified as high-importance, low-satisfaction areas in the Importance-Satisfaction Analysis (ISA), will significantly enhance visitor satisfaction. Further, improvements to local roads and reliable, affordable public transport options will enrich the tourist experience.

To ensure tourism remains accessible and equitable, regulation of accommodation, transportation, and other amenities is necessary to have better pricing. Regulating and controlling autorickshaw fares and an increase in budget-friendly accommodation options will make Hampi more affordable for all visitors. Regular inspections and quality control measures for hotels, restaurants, and other tourist services will ensure a better experience.

Establishing well-equipped tourist information centres is very important for providing comprehensive guidance and resources for visitors. These centres should offer clear and visible signage at all attractions to aid navigation. Also, the development of digital platforms and mobile apps for real-time information on site conditions, guided tours, and local services can significantly improve visitor management.

Engaging local communities in tourism and heritage conservation decision-making processes is very essential for fostering a sense of ownership and ensuring that economic benefits are well distributed. Providing training and employment opportunities in tourism-related activities can empower locals and enhance their socio-economic conditions. Supporting local businesses by creating designated areas for souvenir shops and

local vendors will integrate the local economy with the tourism sector, benefiting the community and enhancing the overall visitor experience.

Implementing eco-friendly practices is needed to minimize the environmental impact of tourism in Hampi. Installing solar-powered amenities, establishing waste recycling programs, and promoting the use of electric vehicles within the heritage site can contribute to environmental conservation.

Regulating agricultural practices near and around the heritage sites to avoid over-irrigation and other activities that could harm the monuments is also critical for long-term growth and conservation.

Prioritizing maintenance and conservation efforts is needed to protect monuments from natural degeneration, vandalism, and environmental degradation. Ongoing restoration initiatives also ensure adequate maintenance and preservation. By taking these steps, the site's historical relevance and structural integrity can be preserved.

By showcasing the rich cultural history and hosting festivals and activities all over the year, can draw tourists and minimize the impact of seasonality. Effectively utilizing social media and other digital marketing can showcase Hampi's unique cultural and historical value and increase its global visibility.

Safety and security may be guaranteed by increasing security measures with more CCTV cameras and more tourist police officers. Enhancing the availability of emergency services and medical facilities within the site also helps address visitors' medical concerns and guarantee a secure and comfortable visit.

Focusing on these steps can significantly improve Hampi's tourism infrastructure and enhance the tourist experience while ensuring the long-term preservation of heritage sites. These initiatives aim to create a balance that benefits tourists and local communities.

Acknowledgement

Conflict of Interests

The author declares no conflict of interest.

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