

Significance of Preservation of Cultural Resources: A Case of Walled City of Lahore as a Micro-Destination

Authors : Menaahyl Seraj, Gokce Ozdemir

Abstract : Tourism at destinations is dependent on various resources such as archeology and architecture. The need to preserve those resources is of the utmost importance when long-term tourism development is aimed. Shahi Guzargah (Royal Trail) was subject to a preservation project that is a linear historical passage within the Walled City of Lahore. Even though Lahore with its congested streets, lacks proper infrastructure and economically weak but yet it has the potential of transforming it into a tourist destination. This study highlights the potential hidden in the preservation of cultural resources through proper and concrete planning of living heritage city, and how it improves socio-economic standards of the community and affects tourism. Semi-structured open-ended interview question-forms were used to collect qualitative data from 14 respective stakeholders of the walled city and 10 concerned officials. The results of the study show that the preservation of cultural resources impacts and accelerates positively the development process of a destination. All opinions and gathered information reflect the importance of cultural preservation and its effect on increasing tourism.

Keywords : cultural tourism, cultural resources, destination, preservation

Conference Title : ICLTR 2020 : International Conference on Local Tourism and Resources

Conference Location : Barcelona, Spain

Conference Dates : May 22-23, 2020