

## **Blending Values for Historic Neighborhood Upliftment: Case of Heritage Hotel in Ahmedabad**

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**Abstract :** Heritage hotels are architectural marvels and embody a number of values of heritage discourses within them. The adaptive re-use of old structures to make them commercially viable as heritage hotels, not only boosts tourism and the local economy but also brings in development for the neighborhood in which it is located. This paper seeks to study the value created by heritage hotels in general and French Haveli (Ahmedabad) in particular using the single case study methodology. The paper draws upon the concept of the Italian model of Albergo Diffuso and its implementation via French Haveli, for value creation and development in Dhal Ni Pol (a historic neighborhood) while recognizing the importance of stakeholders to the process of the historic neighborhood upliftment.

**Keywords :** heritage discourses, historic neighborhoods, heritage hotel, Old City Ahmedabad

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