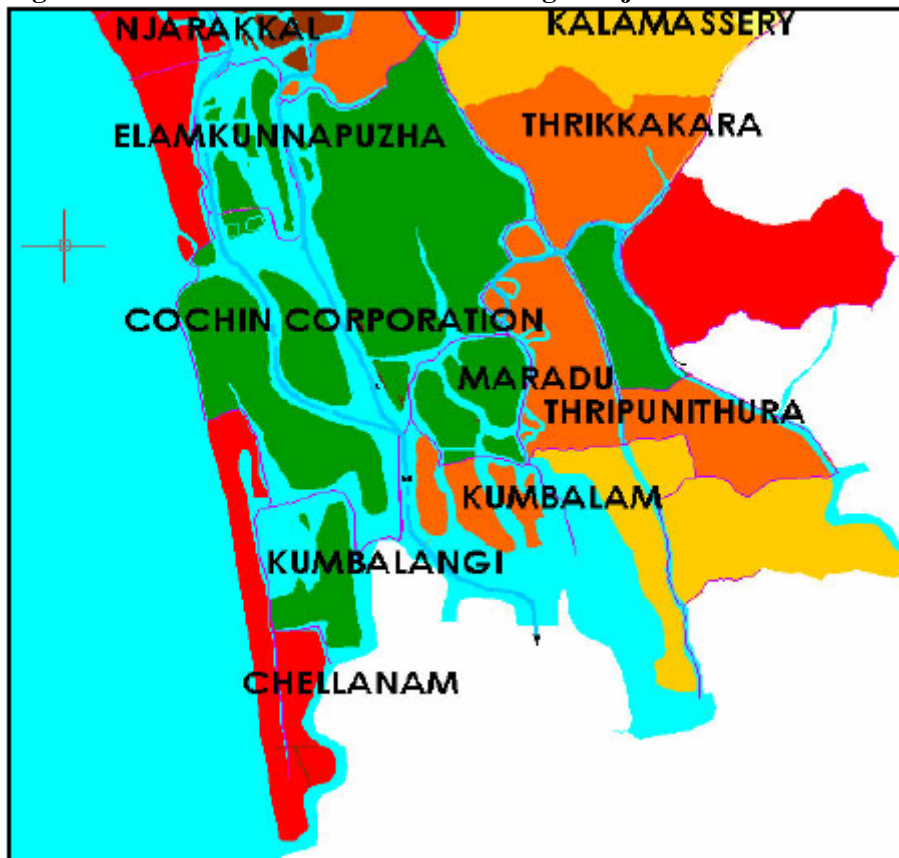


HERITAGE & TOURISM

1.1 Heritage

Kochi City has always been special for its Heritage and Pluralistic Culture through its history, which is primarily based on trade shipping activity. Being an Island City, Kochi has unique environmental features and a cultural heritage, which is intertwined with the environment. The city's ever-growing demand and potential for growth opportunities constantly interact and depend on its valuable natural and cultural heritage. The CDP looks at the effective symbiosis of Conservation and Development aiming at the protection of our rich natural and cultural heritage.

Figure 1.1: Area Covered under the Heritage Project



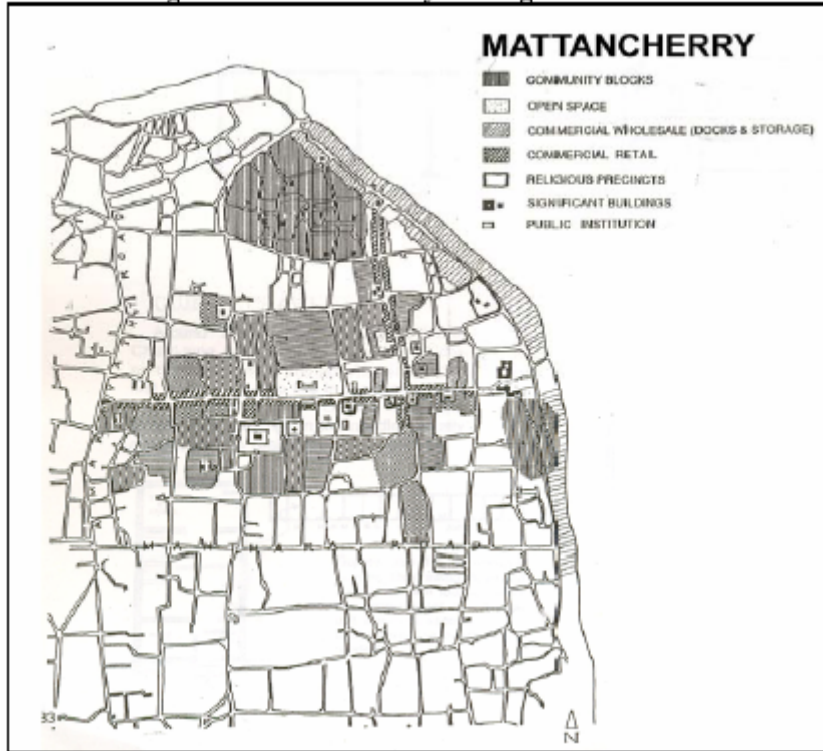
1.1.1 Major Heritage Zones in Kochi & Development Issues

Fort Kochi, Mattancherry, Fort Vypeen Integrated Heritage Zone. The History of the City of Kochi starts with the natural phenomenon in 1341 AD when the great flood in Periyar washed away a sizable piece of land creating the sea mouth and natural harbour of Kochi. During 1440 AD Kochi City grew around Mattancherry settlement as a city of 5 miles of circumference and Chinese and Arabs used to trade with the natives of the town. Kochi was ruled by the Kochi Rajas in the period from 12th Century onwards.

In 16th Century AD Portuguese came to Kochi and subsequently built their Fort and thus the formation of Fort Kochi. The trade activities flourished after the decline of Kodungallur port and Jews, Konkis and many other ethnic groups moved to Kochi and settled here. In 17th Century AD, the Dutch and subsequently British in 18th Century invaded Kochi. The

Fort Kochi, Mattancherry and Fort Vypeen placed right at the sea mouth has experienced immense trade related activities and has developed a rich pluralistic culture and tradition unique to this heritage zone. This is reflected in the heritage of this area, which exhibits great monuments, structures and settlements of outstanding heritage value. Fort Kochi & Mattancherry can proudly claim the uniqueness in the entire heritage zone which is not seen anywhere in the region, and this makes it a major attraction for the tourists as well.

Figure 1.2: Mattancherry Heritage Zone



Issues Related to Heritage. The development issues related to heritage are also unique to this heritage zone. As the City of Kochi grew around Ernakulam as a major town, this area had been left behind by developments and investments. However, due to the growing demand of the tourism industry has made this heritage zone alive again. The areas and settlements in Mattancherry and Fort Kochi are facing a serious threat of urban degeneration. Sanitation and health has become one of the major issues. Pulling down and unauthorized modifying of valuable heritage structures and public spaces is also a major issue in this zone. Unsympathetic and alien developments destroying the harmony in heritage zones due to lack of proper development guidelines is experienced in this field. Public spaces of intense use such as streets and markets choke with traffic jams resulting in unfriendly public areas. Too much dependence on tourism has resulted in displacement of original citizens and this adds to urban degeneration.

Willingdon Island Heritage Zone. During the period of the British Rule, in early 20th century, Dredging of Port and formation of Willingdon Island was executed under the design and direction of Sir Robert Bristow. Subsequently Kochi emerged as the major port in the entire region. Willingdon Island grew as the port and seat of power for British rule. The entire port town was designed by Sir Robert Bristow and left an outstanding heritage

settlement built during the British period. The Heritage structures including that of the Port Trust, Palacial Bungalows, Commercial godowns and Public spaces of the Southern Naval command area etc. become part of this heritage zone.

Issues Related to Heritage. This beautiful island of outstanding heritage value poses some unique issues in the field of heritage. Kochi Port Trust and Indian Navy mostly own the Island, which leave little regulations being effective in these areas. Unsympathetic and alien developments destroying the harmony in heritage zone and water edge skyline due to lack of power development guidelines is experienced in this area. The beautiful water edges and public spaces associated to this island do not share it with the citizen of Kochi except in few cases.

Ernakulam Central Area Heritage Zone. In 19th Century during the British Rule, Kochi rulers shifted to Ernakulam. As a result, market and associated settlements flourished. The Ernakulam Heritage Zone is in fact the heart of today's City of Kochi. Most work places, Administrative and institutional centers and market places are located here. Moreover the City's widely used parks and public open spaces are located defining the landward edge of this zone, which connects the city to its natural heritage of backwaters. Institutions such as the Kochi University on foreshore road, Maharaja's College, Law College, St. Theresa's college and St. Albert's College etc. Many cultural and religious institutions with some of the oldest temples churches, mosques and synagogues also become part of this heritage zone. Old commercial streets with buildings abutting roadsides are also seen in this area, especially in Broadway. Re development of the area on conservative principles will increase the productivity. Historical heritage structures, which represent many cultural and ethnic groups who have come and settled here during its history, are spread all over. City level institutions such as the Corporation of Kochi, GIDA etc culminate at the northern part along with the High Court complex of the state. More to mention, the city's breathing spaces such as the Subhash Park, the walkway at Marine Drive and the Durbar Hall ground etc are the most used and celebrated public spaces of the city.

Issues Related to Heritage. The development issues related to heritage are mostly to do with the rapid urbanization and demand posed by the ever-growing needs of the city. This has resulted in unsympathetic and alien developments destroying the harmony in heritage zone due to lack of proper development guidelines. Pulling down and unauthorized modifying of valuable heritage structures and public spaces is also a major issue in this zone. Public spaces of intense use such as streets and markets choke with traffic jams resulting unfriendly public areas. Lack of adequate Infrastructure and Sanitation has become one of the major issues in areas like Ernakulam Market.

Canal & Backwater Network Heritage Zone. Canal Network is part of our regional traditional heritage planning. These canal systems can be commonly experienced throughout in Kerala in the low-lying coastal areas. They, once upon a time, used to be the drainage system, transportation corridor & irrigation system of traditional development. The entire development in the low-lying coastal areas has been dependent on such canal systems integrated by backwaters, lagoons and Estuary and was instrumental for trade and commercial activities. The Canals Network in Kochi is very much intertwined with rivers and backwaters. Most of the traditional areas and heritage zones are connected by such canal system. Most public spaces, settlements and institutions are also grown along them.

Issues Related to Heritage. The canal Network is both a natural as well as cultural heritage of our city. It has played an important role in the history of Kochi. The issues related to the Canal Network are basically the major issues of Kochi City itself. Sanitation, mosquito breeding, drainage etc. are the major issues of the City and all related very much to the Canal Network. Accessibility to the canal is another issue of equity. Encroachment is another issue related to the canal & Backwater precincts.

Mangalavanam Natural Heritage. Known for its small bird sanctuary, Mangalavanam mangroves is situated in the Ernakulam District of Kerala State. This small mangrove area comprising of a shallow tidal lake in the center with its edges covered with thick mangrove vegetation and the lake here are connected to backwaters by a canal. Mangalavanam gained importance because of the mangrove vegetation, and also due to the congregation of commonly breeding birds. Apart from these, it is considered a 'green lung' of Ernakulam City, which is polluted by many industries and motor vehicles.

Issues Related to Heritage. Major issues related to this Natural Heritage are associated with the issues related to canals and backwaters. The quantity of water flowing into Mangalavanam is extremely harmful for the species habitat in this zone. Lack of Urban Development guidelines in the area surrounding this heritage zone is a serious threat to the future of this small forest in Kochi.

1.1.2 Kochi Estuary Natural Heritage Zone

Kochi Estuary is an important Natural Ecological Feature in the entire Vembanad Lake Region. The Vembanad Lake Region, which extends about 70 Kms to the South of the Kochi Sea mouth and 35 Kms to the North, flushes out 7 major rivers through Kochi Estuary. A major transactional point for most of the marine species and habitat for many of them, Kochi Estuary becomes a major zone of great environmental significance. This zone also becomes Kochi City's most important place with the location of Port and proposed Container Transshipment, Navy etc.

Issues Related to Heritage. The major issues related to this zone are the absence of planning for the Natural Heritage and marine habitat of this estuary. The water edge development guidelines lack environmental sensitivity. Methods to effective reduction of pollution during the port activity are also not ensured. Environmental guidelines for accretion and landfills are also absent.

1.1.3 Thripunithura Heritage Zone

This living fossil of Royal glory has an important place in the history of Kerala. It was the capital of the Kingdom of Kochi from 1755 onwards.

The main area covers the following major heritage features like the Fort area, Hill Palace, Temples, Palaces, Malikas, Churches, Christian settlement, Tamil Brahmin settlement and Konkini settlement.

The temple forms the focal point of the city. The growth of the city started from around the temple. The main spine, the heart of the Fort, passes through the temple in the east-west direction starting from the east arch and ending at the west arch. The main spine runs from the west Irumpanam iron bridge to the east Statue junction through the temple. The east is

guarded by arch. The spine forms the main element of the city. The fort is surrounded by water on 3 sides. The west arch has an iron bridge in front over the river. The east-west axis road is the Kings way. The city has come up in such a way that the commercial units are all around the temple.

1.1.4 Sub-Zones

Edappally – Temple and Palace

Thrikkakkara – Temple

Kumbalangi, Kumbalam, Maradu, Chellanam – Historic Precincts

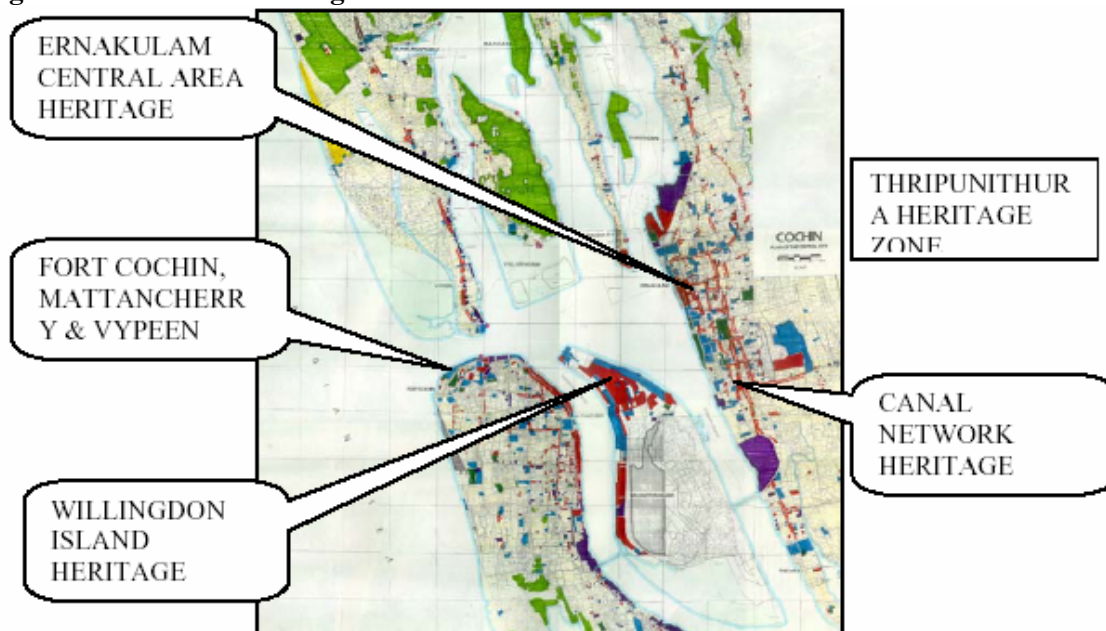
1.1.5 Plan Proposals

Declaration of Heritage Zones in Kochi. The CDP hereby proposes the following zones in Kochi as protected Heritage Zones; the boundaries of which will be delineated and detailed listing, documentation and preparation of urban development guidelines, to integrate Conservation and Development.

Table 1.1: Heritage Zones in Kochi

Kochi Heritage Zone 1 (CHN1)	Fort Kochi, Mattancherry, Fort Vypeen integrated Heritage Zone
Kochi Heritage Zone 2 (CHN2)	Willingdon Island Heritage Zone
Kochi Heritage Zone 3 (CHN3)	Ernakulam Central Area Heritage Zone
Kochi Heritage Zone 4 (CHN4)	Canal Network Heritage Zone
Kochi Heritage Zone 5 (CHN5)	Kochi Estuary Natural Heritage Zone
Kochi Heritage Zone 6 (CHN6)	Mangalavanam Natural Heritage Zone
Thripunithura Heritage Zone	Fort area, Hill Palace, Temples, Palaces, Malikas, Churches and settlements
Sub-zones	Edappally, Thrikkakkara, Kumbalangi, Kumbalam, Maradu, Chellanam

Figure 1.3: Different Heritage Zones



1.1.6 Listing and Documentation

The detailed list of buildings structures and precincts of historic / architectural / aesthetic cultural/ environmental significance shall be prepared. On site listing and documentation of outstanding heritage in the city and inviting or organizing public hearing for suggestions, additions, observations and objections etc. shall become part of the listing & documentation work. A value based identification process is proposed for Heritage Listing.

It is important to have categorization and grading to the list being prepared. The following categories shall be followed and they may be revised time to time as per the new requirements.

- Heritage Areas and Settlements;
- Heritage Structures and Complexes;
- Cultural and Heritage Institutions;
- Arts and Crafts;
- Linguistic / Cultural / Livelihood /Ethnic /Religious Heritage Institutions and Communities;
- Precincts or features of outstanding environmental significance or natural beauty; and
- Natural Ecological Precincts or Features.

Invitation for enlistment for consideration of incentive for conservation for both heritage and cultural structures / spaces / institutions shall be part of the scope of documentation and listing works. The listing procedures shall aim at prioritizing action areas.

1.1.7 Urban Development Guidelines and Controls for Heritage Zones and Precincts

The following shall become the thrust areas and objectives for preparation of guidelines and controls for the Heritage Zone.

- Restriction on development, redevelopment, repairs etc. in the listed areas to protect natural / cultural heritage;
- Special regulations on high value areas of environmental significance and also for its immediate surrounding region;
- Guidelines to ensure protection, preservation, maintenance and conservation of heritage buildings and precincts;
- Guidelines to ensure equity & development rights;
- Guidelines and controls to ensure architectural harmony and maintaining the skyline;
- Regulations on infrastructure to ensure effective traffic / water / waste / energy management;
- Regulations to avoid environmentally hazardous development in natural areas and sensitive zones;
- Alter / modify/ relax other development rights for the protection of heritage;
- To grant transferable development rights for the protection of heritage;
- Incentives for the use reuse of heritage structures and funding for their maintenance in case of public buildings;
- Incentives for promotion of art, craft, culture, language etc.;
- Regulations on public space design and treatment;
- Regulations and Controls for Canal and Backwater Edge Development;
- Regulations and Controls for regulating pollution levels due to port activity;
- Regulations to ensure protection of natural elements such as trees, birds life, marine species

in heritage zones;

- Regulations for effective traffic management in intensely used old parts of the heritage zone; and
- Regulation and controls on urban art such as signage, advertisement billboards, street furniture, urban artifacts etc.

1.1.8 Policy Guidelines for Heritage Zones

The City Development Plan proposes the following 5 principles as the cornerstones of Kochi Heritage Zone Notification and Enforcement of Guidelines and Controls.

- Integrating Conservation and Development to accommodate Changes demanded by the growing urban development activities in the city;
- Protection of Natural Heritage of outstanding environmental significance and natural beauty;
- Protection of coastal areas and tidal zones and disaster mitigation planning towards possible natural hazards;
- Ensuring safety, equity and adequate infrastructure in planning; and
- Tap Reuse, Renewal and Revitalization possibilities of heritage zones facing urban degeneration.

Conclusion. The great flood in Periyar in 1341 A.D. pushed open the sea mouth creating the natural harbour in Kochi. This induced development of trade in Mattancherry, Fort Kochi, where Chinese, Arabs, Dutch, Portuguese & English carried out business. Jews, Konkinis and many other ethnic groups settled here. A rich pluralistic culture unique to this heritage zone is visible here. Willington Island, Ernakulam Central Area, Canals and backwater of the area, Mangalavanam all are part of the rich heritage. Degeneration of old heritage areas, improper modifications to them, lack of guidelines for conservation, water edges under private ownerships, ill managed canal system etc are the main problems faced. Preparation of a Heritage Master Plan, awareness creation programmes, formulating guidelines for renewal, management programmes for preserving cultural heritage, legal provisions and projecting heritage for economic benefit form the components of strategy.

Mission projects, mid term projects and long term projects are identified and estimated at a total cost of **Rs.76.10 crores**.

2.2 Tourism

2.2.1 Introduction

Tourism is one of the fastest growing sectors in the world economy. In recent past Tourism has emerged as a major industry in almost all countries, with a sustained growth rate exceeding 5 percent per annum over the last twenty years. Tourism industry offers an opportunity for earning foreign exchange at a low social cost. It stimulates the rate of growth of the overall economy because of its immense growth potential. In addition, under certain situations it also functions as an important industry, promoting diversification of the industrial structure as well as augmenting regional development of backward areas. In many under developed countries, it is an important sector that provides employment, propagates cultural and ethnic values and ensures sustainable economic development. Domestic tourism strengthens national integration while international tourism promotes the international relationship and social interactions.

Figure 2.4: Chinese Fishing Net (Kochi)



Kerala is today the most sought after and most favoured tourism destinations in India. It is sought after for its breath taking natural splendours, the luxurious greenery, bewitching backwaters and innovative tourism products. National Geographic Traveller' calls it 'one of the ten paradises of the world'. 'The New York Times' calls it 'where the smart traveler goes'. And 'the Times of India' calls it 'The Winning State'. This is the personality that Kerala has in front of the world community. God's own country, is just a slogan of the Department of Tourism or the Government of Kerala, but Kerala is truly the 'God's own country'.

Foreign tourist arrivals to Kerala are showing an increasing trend for the last few years. In 2004, it recorded 17.28% growth over the year 2003. During 2004 the foreign exchange earning from tourism in the state was Rs.1266.77 Crore, which shows an increase of 28.82% compared to 2003. The total revenue generated from tourism to the State in the year 2004 is worked out as Rs.6829 Crore. According to WTTC report, "Travel and tourism" in Kerala is expected to grow at the rate of 11.4% per annum in real terms between 2004 and 2003.

In Kerala, Kochi has a distinct place for its geographical diversity, sparkling backwaters, magnificent beaches and delightful fairs and festivals. Kochi City, the head quarters of Ernakulam district, is the hub of tourist activities in the district and it has a lot of potential to be further developed as a major tourist destination. The backwaters of Kochi are now one of the most popular tourist attractions in the world. Being the commercial and industrial capital

of this southernmost state of India, Kochi is home for a variety of modern and traditional activities. Kochi is popularly known as ‘Queen of the Arabian Sea’ by virtue of its location and the existence of a major harbour. Being a lovely natural harbor, Kochi enjoys a special place in the history of Kerala. It is ideally located for trade and commerce. The foreign tourists arriving in Kerala prefer to spend more time in Kochi, followed by Thiruvananthapuram and Kovalam. Kochi is preferred by tourists mainly from West and East European countries.

Figure 2.5: Tourist Arrival in Kochi (Trends)

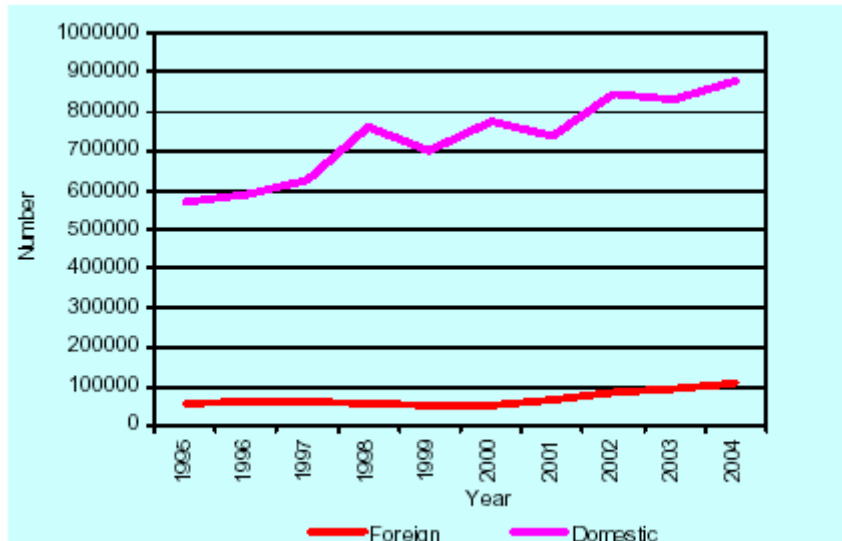
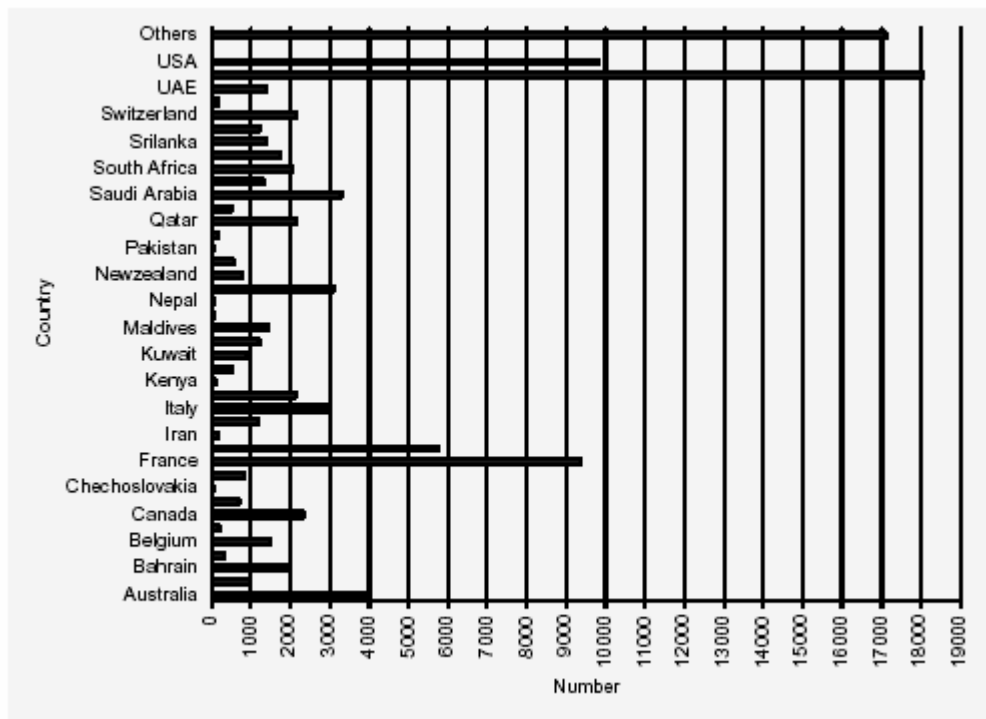


Figure 2.6: Nationalitywise Arrival of Foreign Tourists in Kochi - 2005



The City Development Plan is prepared with a vision to make the Kochi Urban Region as Asia's best meeting destination, India's first world class sea-side destination, South India's favorite art and Culture City, South India's favorite Creative City and India's favorite Heritage City.

To achieve this vision, the region needs to succeed in five key areas that are Quality, Safety, Cultural Investment, Transport and Marketing. The strategic framework of Tourism in Kochi region is based on four principles to ensure Tourism Development that are Tourism Industries should be profitable, visitors should have a positive experience, local people should benefit from tourism and regions environment should be protected.

2.2.2 Tourism: Problems and Potentials of Kochi Region

Problems:

General. Even though the number of tourists is showing an increasing trend the percentage share of foreign tourist arrivals is decreasing. The period of stay of tourist in Kochi is decreasing as the other locations in the neighboring districts are getting popularized. Lack of information and publicity about that tourist centres other than Fort Kochi and Mattancherry.

Transportation. Transportation linkages connecting various tourism spots are weak. Transportation facilities from terminals to tourist centres are insufficient. Absence of signages, facilitation centres and complaint points at terminals tourist centres and travel circuit. Inadequate off-street parking spaces at tourists centres. Disuse of inland waterways.

Inherent attractions. Underutilization of the extensive networks of rivers lakes and canals. Destruction of heritage elements. Lack of performing arts centres recreational activities such as golf course etc.

Tourism facilities. Absence of moderate hotels with good services near tourist centres. Absence of eating places serving hygienic local food. Lack of wayside amenity centres and comfort stations along travel circuits. Absence of enough conducted tours connecting various tourist sites. Lack of qualified guides. Lacks of boats and coaches.

Image. The image of backwater city is not properly maintained. Uncontrolled water front developed without considering the landscape and environment. Lack of marketing facilities for the products from souvenir industries and traditional cottage industries. Health care sector –especially Ayurveda – is not properly exploited. Non availability of good quality potable water at tourist centers. Poor drainage and sanitation system. Inefficient solid waste management system. Growing trend of slums.

Potentials. Presence of backwater. Presence of historical monuments. Availability of road/rail/water transportation facilities. Presence of international airport. High literate inhabitants. Personal security and safety.

2.2.3 Findings and Suggestions

Transportation. Development of travel circuits for better accessibility and linkages. Improvement of road, rail and water transport services. Signages in travel circuits. Facilitation centres/complaint points at terminal and other selected points along travel circuits. Identification of boat jetty locations to promote back water tourism.

Inherent Attractions. Preservation and conservation of heritage monuments. Architectural control in heritage areas to guide built form. Performing arts centres at major tourist centres. Heritage fair to highlight ancient culture of Kerala. Museums and emporia of regional crafts. Using of local culture, music, architecture, dance, crafts and food through careful planning. Proper management and regulations of the multifarious coastal development and activities. Regional level recreational elements such as botanical gardens, golf course, club houses with indoor recreational facilities etc to prolong the stay of tourist. Theme parks activity centres. Waterway based recreational activities protection of wild life sanctuaries.

Tourism facilities. Accommodation facilities with good services near tourist spots. Wayside facilities like kiosks, rest spots, parking places, petrol pumps, tourist huts, souvenir shops, comfort stations the along travel circuits at sustainable locations. Facilities for shopping, eating, walking, site seeing etc near tourist spots. Foreign exchange facilities, Travel agencies, tour operators, tourist transport operators. Improved flow of information about tourist attractions – pamphlets, literature guides, application of modern IT, high quality documentaries, festival calendar, video tapes, maps etc. Trained guides and interpreters. Public relation cells at tourist centres. Attractive package tours.

Image. The unique identity of the coastal line should be protected through strict controls for physical development in water front areas. Renovation and reactivation of canals and water ways. Protection of heritage areas and environs. Protection of traditional structures and conversion for tourist accommodation. Encouragement of souvenir industries. Display of traditional life, artifacts, musical instruments, textiles, dresses, ornaments etc. Ayurvedic health care centers with good quality and services at suitable locations. Identity and sanctity of tourist sports. Improved water supply and drainage system. Control of litter and treatment of sewage. Preservation of open spaces. Awareness campaign for host population to have better care and courteous attention to tourist - ‘adhithi devo bhava’ in real sense. Control over the growth of slums and squatter settlements.

Projects. In order to convert Kochi Urban Region into a major tourism destination for people from all over the world and also from within the country keeping in mind the above mentioned strengths and weaknesses of the place in the City Development Plan the following major projects and smaller projects are recommended.

Conclusion. The strategy to be adopted in respect of natural ,manmade and historical precincts of Kochi is linked to the mechanisms for conservation without sacrificing economic productivity and harnessing the Tourism potential.Kochi Municipal corporation has already setup a center for Heritage Studies. It is necessary to make notifications leading to the conservation process and listing the permissible activities. The center for Heritage Studies can give guidance on façade treatment and general architectural control..Projects utilizing public private partnership program are envisaged. Tourism and Heritage projects can be combined for remuneration.

Kerala is one of the most favoured tourism destinations in India. In Kerala, Kochi has a distinct place for its geographical diversity, sparkling backwaters, magnificent beaches and delightful fairs and festivals. Lack of publicity leading to reduction in number of tourists, lack of linkages among tourism spots, under utilization of canals, lack of performing art

centers and recreational activities and absence of tourism facilities are the problems identified by this sector. The strategy for action include creation of signages and tourists information facilities in all transport terminals, creation of facilities for tourists - domestic and foreign, proper marketing of the strengths and provision of different options of travel circuit planning. The total cost of all the projects in this sector is **estimated** to be to **Rs.284.75crores**.

Conscious efforts to conserve this valuable heritage and to encourage tourism through these projects are sure to give a new face to the city. Also, the opportunity to enjoy and learn this beautiful heritage city will be extended to tourist's world over.