

HISTORIC GARDENS CAN ATTRACT MORE VISITORS BY THE PROVISION OF MORE FACILITIES: A CASE STUDY OF THREE MUGHAL GARDENS OF PAKISTAN

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A survey was conducted to record the views of visitors of three purposefully selected historic Mughal gardens of Pakistan to evaluate the available facilities and to develop guidelines for their improvement if desired. Two hundred visitors were interviewed to generate required information. Majority of the visitors (61.5%) were unsatisfied with the existing facilities. Reasons ascribed to dissatisfaction by the visitors were inadequate overall management of gardens, non-availability of quality food items at canteens, poor quality of utilities, recreational opportunities, security measures, behavior and guidance of employees, parking facility and cleanliness. Most of the visitors demanded certain facilities such as the presence of library (8.5%), bookshop (3%) and antique shop (3.5%). Significant differences in perceptions were recorded among various demographic groups of the visitors.

Keywords: Mughal gardens, landscape, historic gardens, Shalamar garden

INTRODUCTION

Mughal gardens of Pakistan are valued as important contributions towards garden heritage of the world. These gardens have definite styles of landscape which represent the highest ambitions of Mughal rulers about landscape gardening (Brand, 1990; Petruccioli, 1997). Overtime several changes occurred in the landscape of these gardens due to many reasons which include time factor, negligence in maintenance, invasion of foreign armies in particular the Sikh rule in Punjab, weakness of Mughal Empire after the death of Aurangzeb and the lack of consistent policies for conservation and restoration of these gardens under the present setup (Lal, 1882; Fauq, 1927; Khan, 2004). Efforts have been made by the respective department(s) to restore the gardens according to their original shape and to provide possible facilities to the visitors to attract their number because tourism has close ties with the heritage sites.

Basic information about the difficulties of visitors and their demands is usually collected through survey research of particular sites. This information proves useful in addressing the critical matters and in formulating policies for future. Techetchick *et al.* (2009) suggested that the efforts to promote rapidly growing cultural tourism should be in the direction of exploring visitors' behavior to specific attractions. Leask (2010) observed the increasing expectations of visitors for services and products of any tourism destination a challenge in addition to other challenges. A visitor survey suggested that the limits to

visitation had a beneficial effect on the long term marketing, and thus, the commercial viability of the garden (Benfield, 2001). A study conducted in two urban parks of Isparta, Turkey determined the need for recreational facilities and concerns for general cleanliness and maintenance, and a positive perception of safety among Turkish people (Ozguner, 2011). The visitors' attachment to Taiping Lake Garden suggested its sustainable management for the future (Gani *et al.*, 2015). Vishal *et al.* (2016) recorded from the results of survey questionnaires that only a few tourists were satisfied with the facilities and services inside and outside Taj Mahal premises.

Internationally the organizations responsible for the look after and maintenance of historic gardens offer different packages mainly on certain historic occasions to attract maximum number of visitors. By offering such packages and providing facilities, a large number of visitors is attracted to these sites. This in turn increases the income of the historic sites. More income generation is needed for continuous and sustainable management of historic sites. Steinhauer *et al.* (2007) reported that major portion of annual income of many gardens come from visitors' contributions or in the form of their admission fees, gift shop sales, etc. The present study was conducted to record the views of visitors about the existing facilities and their demand of more facilities in three selected Mughal gardens of Pakistan. It is perceived that the findings of this study will help formulate better policies by the relevant department to attract more visitors.

MATERIALS AND METHODS

A survey was conducted at three historic Mughal gardens of Pakistan whereby the visitors' views were recorded pertaining to the existing facilities and their demand for more facilities. Three gardens were selected on the bases of their physical conditions and the restoration and conservation work conducted for these gardens in the past. Dar (1982) mentioned that in Lahore the gardens of Shalamar and Tomb of Jahangir were present in somewhat original layout while the remaining other gardens were in neglected conditions or had vanished completely. There exists another Mughal garden at Wah near Rawalpindi (about 350 KM away from Lahore) where sufficient amount of restoration work with the attainment of good results had been carried out by the Department of Archaeology, Pakistan (Mughal, 1996). Thus, these three gardens viz. Shalamar Garden (SG), Tomb of Jahangir (TOJ) and Wah Garden (WG) present an actual picture of historic Mughal gardens in Pakistan. The selection of the gardens was, therefore, made as purposive sample.

A sample size of 200 visitors was determined taking into account the limitations of the study and the available resources. For recording the views of the visitors a questionnaire was drafted with open and close ended questions. Face to face personal interviews were conducted from the visitors on non-scheduled structured questionnaire. The questionnaire was prepared in English and simultaneously translated in Urdu for the easy understanding of the visitors.

The visitor entering the garden after one hour was requested for interview. If the visitor refused (usually the females) for interview, the next visitor was requested in the same manner. The visitors of 18 years of age or above were requested for the interview. A similar type of methodology was also adopted by Akin *et al.* (2015) for the study of potential role of rural tourism in Turkey. The responses of visitors were coded and the information was shifted to MS Excel spread sheet. This information was analyzed statistically by using the software SPSS.

RESULTS AND DISCUSSION

Socio-demographic characteristics of the visitors were recorded in the present study and are presented in Table 1. Maximum number of visitors (55%) belonged to Shalamar Garden (SG), whereas the percentage of visitors for Tomb of Jahangir (TOJ) and Wah Garden (WG) was 30 and 15% respectively. Maximum number of visitors (72%) belonged to local areas. Young age group contributed maximum number (57%), while 28% belonged to medium age group and 15 % belonged to mature age group. Regarding education of the visitors the matriculates (educated up to 10th grade) had the largest percentage (39.5%) followed by those

who were below this level (26.5%). The graduates were about 20%. More number of visitors visited SG than TOJ, and comparatively lesser number of visitors visited WG apparently due to the difference of the location of sites. SG is situated in well populated area where almost all kinds of transport facilities are available. In comparison to SG, TOJ is located in the periphery of Lahore city. Similarly, WG is located near a village away from the big city of Rawalpindi. The visitors of young age group were more as compared to medium or mature age groups. The visitors from local areas were more as compared to the visitors of other areas. Many local visitors explained that they had no other choice to visit any garden or park in their surrounding except the Mughal garden. Therefore, they felt it necessary to visit these gardens frequently. Rostami *et al.* (2014) noted that the factors involved behind the frequent visits of residents to the gardens were nature, diversity, historical background of gardens and coherence, which in turn help to address their social, psychological, and physical needs. It is, therefore, suggested that the department should allocate some time for the local residents to visit the respective gardens for their exercise and health benefits.

Table 1. Socio-demographics of visitors interviewed at selected historic gardens of Pakistan.

Total number of visitors	n	%
Shalamar Garden (SG)	112	55.0%
Tomb of Jahangir (TOJ)	59	30.0%
Wah Garden (WG)	29	15.0%
<u>Age group</u>		
Young (15-25 yam)	114	57.0%
Medium (26-40 yam)	56	28.0%
Mature (> 40)	30	15.0%
<u>Locality</u>		
Local areas	144	72.0%
Other areas	56	28.0%
<u>Education level</u>		
Illiterate (0 grade)	27	13.5%
Below Matriculation (1-9 grade)	53	26.5%
Matriculates (10-13 grade)	79	39.5%
Graduate (14 grade and above)	41	20.5%

Provision of good facilities and better management are always preferred by the visitors. The tourists can view a distinctive environment by the integration of nature and the various degrees of management in manmade gardens (Gorman and Reid, 1999). In this study, the visitors were required to express their views about the existing facilities and their demand of further facilities.

Majority of them (62.5%) were not satisfied with the overall management of gardens (Figure 1). Similarly, most of them (61.5%) were dissatisfied with the common available facilities (Figure 2). The visitors were also desired to express their preferences about certain facilities. Utilities are always

provided at any public place. In this study the main utilities included drinking water and the lavatory (Table 2).

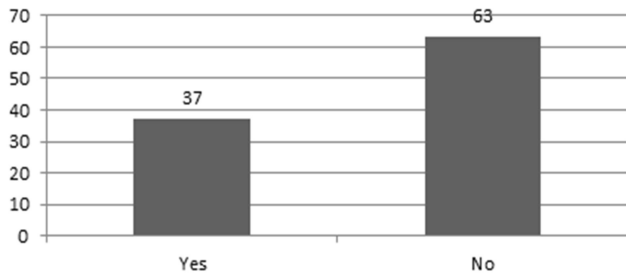


Figure 1. Satisfaction of visitors for overall management of gardens.

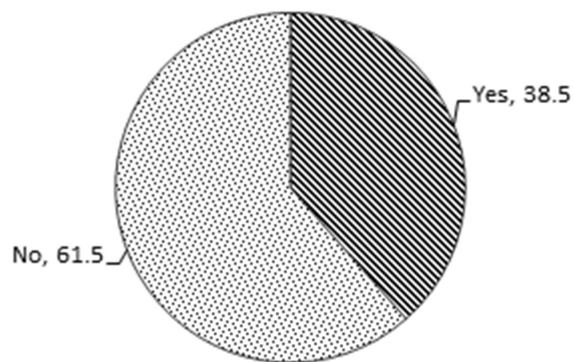


Figure 2. Satisfaction of visitors for common available

facilities.

Only 1 % visitors rated utilities as excellent whereas majority of them, i.e., 57% rated them as poor. Most of the visitors viewed the canteens (Table 3) at SG and WG as poor (52.5% and 9% respectively) and TOJ as fair (37%).

Thus most of the visitors were not satisfied with the standard of food items being served there. Most of the respondents (63%) rated the safety and security measures in the gardens as fair. A good percentage of respondents (24.5%) rated them as good. Thus majority of the respondents was satisfied with the security measures at these gardens (Table 4). A small percentage of respondents (12.5%) considered them as poor.

Satisfactory parking is also an essential part of the visits of the visitors so that their vehicles are fully secured and are protected from scorching sun heat and rain. In this regard a large number of respondents (74.5%) perceived this activity as fair, while 15.5% respondents perceived this as good. It means that majority of the respondents was satisfied with the parking conditions. Only 9% perceived it as poor. In their view the parking must be under some cover to protect their vehicles from rain or scorching sun heat (Table 5). Their perception of 'fair' was in the sense that proper sheds had not been erected at parking areas where the visitors could safely park their vehicles under scorching heat and rains. In Pakistan, the facility of parking has been provided usually at the entrance of these historic gardens. The visitors like to

Table 2. Views of respondents about utilities in gardens.

Name of garden	Utilities in gardens				Total
	Excellent	Good	Fair	Poor	
Shalamar	0 (0%)	4 (2%)	17 (8.5%)	91 (45.5%)	112 (37.5%)
Jahangir's Tomb	2 (1%)	10 (5%)	42 (21.5%)	5 (2.5%)	59 (62.5%)
Wah Garden	0 (0%)	5 (2.5%)	6 (3%)	18 (9%)	29 (6%)
Total	2 (1%)	19 (9.5%)	65 (32.5%)	114 (57%)	200 (100%)

Table 3. Views of respondents about canteens in gardens.

Name of Garden	Canteens in gardens				Total
	Excellent	Good	Fair	Poor	
Shalamar Garden	0 (0%)	0 (0%)	7 (3.5%)	105 (52.5%)	112 (37.5%)
Tomb of Jahangir	2 (1%)	10 (5%)	37 (18.5%)	10 (5%)	59 (62.5%)
Wah Garden	0 (0%)	5 (2.5%)	6 (3%)	18 (9%)	29 (6%)
Total	2 (1%)	15 (7.5%)	50 (25%)	133 (66.5%)	200 (100%)

Table 4. Views of respondents about safety and security in gardens.

Name of Garden	Safety & security in gardens			Total
	Good	Fair	Poor	
Shalamar	18 (9%)	73 (36.5%)	21 (10.5%)	112 (37.5%)
Jahangir's Tomb	16 (8%)	41 (20.5%)	2 (1%)	59 (62.5%)
Wah Garden	15 (7.5%)	12 (6%)	2 (1%)	29 (6%)
Total	49 (24.5%)	126 (63%)	25 (12.5%)	200 (100%)

Table 5. Views of respondents about parking in gardens.

Name of garden	Parking in gardens				Total
	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	
Shalamar	0 (0%)	14 (7%)	88 (44%)	10 (5%)	112 (37.5%)
Jahangir's Tomb	2 (1%)	10 (5%)	41 (20.5%)	6 (3%)	59 (62.5%)
Wah Garden	0 (0%)	7 (3.5%)	20 (10%)	2 (1%)	29 (6%)
Total	2 (1%)	31 (15.5%)	149 (74.5%)	18 (9%)	200 (100%)

Table 6. Views of respondents about guidance from employees.

Name of garden	Guidance from employees			Total
	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	
Shalamar	14 (7%)	81 (40.5%)	17 (8.5%)	112 (37.5%)
Jahangir's Tomb	14 (7%)	45 (22.5%)	0 (0%)	59 (62.5%)
Wah Garden	13 (6.5%)	16 (8%)	0 (0%)	29 (6%)
Total	41 (20.5%)	142 (71%)	17 (8.5%)	200 (100%)

Table 7. Views of respondents about behavior of employees.

Name of Garden	Behavior of Employees			Total
	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	
Shalamar	14 (7%)	79 (39.5%)	19 (9.5%)	112 (37.5%)
Jahangir's Tomb	12 (6%)	47 (23.5%)	0 (0%)	59 (62.5%)
Wah Garden	13 (6.5%)	16 (8%)	0 (0%)	29 (6%)
Total	39 (19.5%)	142 (71%)	19 (9.5%)	200 (100%)

Table 8. Views of respondents about cleanliness in gardens.

Name of garden	Overall appearance of gardens			Total
	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	
Shalamar	10 (5%)	92 (46%)	10 (5%)	112 (37.5%)
Jahangir's Tomb	16 (8%)	37 (18.5%)	6 (3%)	59 (62.5%)
Wah Garden	7 (3.5%)	20 (10%)	2 (1%)	29 (6%)
Total	33 (16.5%)	149 (74.5%)	18 (9%)	200 (100%)

Table 9. Association between need of more management of gardens and the education of respondents.

More Management	Education of Respondents				Total
	Nil	Below Matriculation (10 th grade)	Matriculation (10 th grade)	Graduates	
Yes	8 (4%)	8 (4%)	35 (17.5%)	24 (12%)	75 (37.5%)
No	19 (9.5%)	45 (22.5%)	44 (22%)	17 (8.5%)	125 (62.5%)
Total	27 (13.5%)	53 (26.5%)	79 (39.5%)	41 (20.5%)	200 (100%)

p-value: 0.000

have proper parking facilities with safety and security. Moreover, in the views of some visitors the parking adjacent to the main entrance was not giving a good look. Guidance from the employees of these gardens was also sought from visitors. About 20% of the visitors considered it as 'good' and 71% percent considered it as 'fair' (Table 6). Similar the results were obtained for behavior of employees (Table 7). The role of employees in the guidance and satisfaction of visitors of a particular historic site can play a significant role in performing their next visit(s). It was observed that the behavior of garden employees was only marginally acceptable for most of the visitors. Thus, there is a great

scope of amelioration in the present working of employees. Most of the visitors rated cleanliness in the gardens as fair (74.5%) while a small percentage (9%) rated this facility as poor (Table 8).

Some associations were found correlated positively. These included education level of visitors and their demand of more management in the gardens (Table 9), their frequency of visits and overall management of gardens (Table 10), education level of respondents and their satisfaction over existing facilities (Table 11), and their frequency of visits and their satisfaction over existing facilities (Table 12). These interactions show the interest of visitors in the

Table 10. Impact of overall management of gardens on the frequency of visits of respondents.

Overall Management	Frequency of visit of respondents					Total
	Daily	Weekly	Monthly	Off & On	First Visit	
Yes	12 (6%)	18 (9%)	8 (4%)	29 (14.5%)	8 (4%)	75 (37.5%)
No	8 (4%)	19 (9.5%)	23 (11.5%)	44 (22%)	31 (15.5%)	125 (62.5%)
Total	20 (10%)	37 (18.5%)	31 (15.5%)	73 (36.5%)	39 (19.5%)	200 (100%)

p-value: 0.011

Table 11. Impact of education of respondents on their satisfaction for available facilities.

Education of Respondents	Satisfaction for facilities		Total
	Yes	No	
Nil	17 (8.5%)	10 (5%)	27 (13.5%)
Below Matriculation(Grade 10)	16 (8%)	37 (18.5%)	53 (26.5%)
Matriculation(Grade 10)	31 (15.5%)	48 (24%)	79 (39.5%)
Graduates	13 (6.5%)	28 (14%)	41 (20.5%)
Total	77 (38.5%)	123 (61.5%)	200 (100%)

p-value: 0.027

Table 12. Impact of satisfaction of respondents for available facilities on their frequency of visits.

Satisfaction	Frequency of visit of respondents					Total
	Daily	Weekly	Monthly	Off & On	First Visit	
Yes	0 (0%)	21 (10.5%)	8 (4%)	27 (13.5%)	21 (10.5%)	77 (38.5%)
No	20 (10%)	16 (8%)	23 (11.5%)	46 (23%)	18 (9%)	123 (61.5%)
Total	20 (10%)	37 (18.5%)	31 (15.5%)	73 (36.5%)	39 (19.5%)	200 (100%)

p-value: 0.000

improvement of the existing standard of facilities in these gardens.

The visitors were inquired about the facilities they would like to have in addition to the already existing facilities (Fig. 3). A large percentage (78.5%) demanded the facilities of book shop, library and antique shop in these gardens. However, 8.5%, 3% and 3.5% visitors demanded individual facility of library, bookshop and antique shop respectively. Brandt and Rhode (2007) also observed that during a visit to historical garden enthusiasts or garden friends preferred the sale of garden products, while those interested in new experiences preferred a broader range of food and drink. In a study of action plan for botanic gardens in European Union, Cheney *et al.* (2015) found that the recognition and promotion of botanic garden libraries, herbaria, museums, art and other collections contributed to an important part of European culture and heritage.

It can be concluded that most of the visitors were unsatisfied with the existing facilities in these gardens and they demanded some more facilities or to improve the existing facilities. A worldwide review of such enterprises and the results of current survey suggested that improvement and addition of facilities like library, antique shops and book shops, not only satisfy the visitors but also increase the income of the gardens.

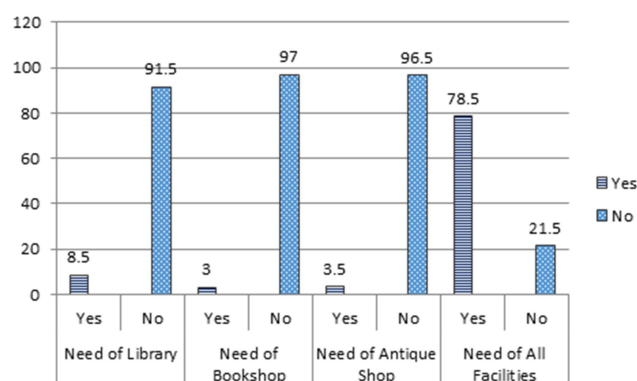


Figure 3. Demand of more facilities by the visitors.

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