Regeneration of City: Tourism and Leisure

Dr. Ambrish Gautam
Assistant Professor,
Center for Sociological Studies, Central University of South Bihar

Abstract

Despite the emergence of urban regeneration and sustainable development as parallel strands of Jharkhand urban policy, there has been little co-ordination between them and an imbalance in action with greater emphasis given to achieving urban regeneration, especially economic regeneration, than to Leisure activity. It can be argued that all urban regeneration contributes to Leisure development through the recycling of derelict land and buildings, reducing demand for peripheral development and facilitating the development of more compact cities. But below this strategic level Jharkhand urban policy has yet to fully address the requirement for more leisure development. It is important to place local action within the context of national policies and so the paper begins with some discussion of the extent to which the principles of leisure development are included within national urban regeneration policies before going on to examine policy at the metropolitan scale in Ranchi and then at the more detailed level of the city area. 1980-90 policies for the revival of Jharkhand's old industrial cities were based on retail and office expansion. But by the late 2000 the expanding functions were leisure, tourism and residence. Here the expansion of leisure and tourism in the city is explored with reference to the experiences of Ranchi, together with a review of the problems and prospects for continued growth.

It has been observed that it is economic regeneration and more precisely property redevelopment, that is the main driving force regenerating the area and that there is some way to go before the city or the case study area achieve an environmentally leisure regeneration process.

Key words: Hundru, UDA,RIADA,Govt., luxury, Regeneration, City

Ranchi the city of Hill, Falls, Forest and mineral rich district of Jharkhand. In the 1980's many of Jharkhand cities were growing as picnic and tourist spot to promote themselves as tourist centers. By the end of the decade and the beginning of the 1990's nearly ten cities namely Ranchi, Bokaro, Dhanbad, Jamshedpur, Medininagar, Garhwa, Dumka, Deoghar, Godda, Khunti etc. could boast of at least one major new tourism resources; the Rock Garden in Ranchi and Jubliee park in Jamshedpur are examples which readily come to mind. This perception of tourism in older industrial cities as something new was off course false. Large cities have always attracted visitors from outside their immediate region, whether staying overnight or as day trippers, because of business activity, retail, cultural and sports facilities, and the desire to see friends and relatives. Although income from tourism was probably not insignificant in absolute terms, relative to the whole economy. It was usually of only small importance.

Marxist analyses to argue that mass leisure is part of a consumer culture that functions to distract workers from their grievances while also spending money, helping the wheels of capitalism to grind them even more mercilessly[1].

David Harvey said that cities that once sold themselves as places of production were now selling themselves as places of consumption[2] (Harvey,1989). The indication for this proclamation became ever more deceptive during the 1990s and it has exact character for the city. The consumption referred to is the use of leisure facilities whether museums, theatres, concert halls, restaurants, bars, nightclubs, or any other leisure opportunity which might be found in the downtown area. General trends in society have stimulated the expansion of these facilities and, as implied in the statement, local gove4rnments have sought to exploit the resources in order to promote the city. Scholars differ even over what leisure is, and how for example it ought to be distinguished from recreation[3] (Parker 1976)

By the end of 200os the outlook for the city and inner city areas of many Jharkhands older industrial cities appeared distinctly depressing. Would decline continue by a vicious process of circular and cumulative casuation. Many of Jharkhands cities have experienced a steadily developing renaissance with increasing investment in physical redevelopment, re use of old buildings, the re occupation of derelict or underused land, and the founding and expansion of enterprises. Institutions are 'socially constructed, routine-reproduced programs or rule systems. They operate as relative fixtures of constraining environments and are accompanied by taken for granted accounts[4]. (Jepperson 1991:144).At least since veblen's seminal work, Social theorist have argued that leisure pursuits are tied to social class, either through 'conspicuous consumption'. For the wealthy[5] (Veblen 1994 [1899]); the refinement of cultural practices and markers (Elias and Dunning 1986)[6], or the self –conscious adoption of tastes and ctivities in order to move between classes (Bourdieu 1984)[7]

Demand for leisure and tourism

During the last sixteen years there have been very significant changes in the patterns of leisure behavior. The context is provided by increasing discretionary time, increasing discretionary income and easier travel, but these should be regarded merely as enabling or facilitating factors rather than the cause of the changes. Back in the early 1990s most of the people worked for 50 weeks in the year and for five and a half days week. Except for Bank Holiday periods the weekend was very short and with few facilities open on a Sunday there was little encouragement to travel. Today most people have 20 to 30 days leave which can be taken as either long holidays, short breaks or single days. The shape of the week has altered for many people with some shift working, some working a few long days or others working at weekends. These varying non-working embodied in the concept of the Entrepreneurial city.

Methodology- A descriptive research methodology was used for this study. An in depth interview and focused group discussion was administered to a selected sample from the specific population from tourist places of Ranchi area. **In-depth interviewing** is a qualitative research technique that involves conducting intensive individual **interviews** with a small number of respondents to explore their perspectives on a particular idea, program, or situation. Whereas focused group discussion is a good way to gather together people from similar backgrounds or experiences to discuss a specific topic of interest. The group of participants is guided by a moderator (or group facilitator) who introduces topics for discussion and helps the group to participate in a lively and natural discussion amongst themselves.

Sample- For this study nine picnic spots has been selected namely Ranchi Lake, MachhliGhar, Rock Garden, Kanke Dam, Hundru Water fall, Jonha Water fall, Dasham Water Fall, Nakshatra Van, Golf Course. Random sampling method has been used. As well as secondary data sources like govt. orders, manuscript and previous studies has been used.

Observational response from the respondents in different areas:

KumariAmrita Lives in Ranchi Jan 29, 2016

Went to this place with family on 1st Jan 2016, enjoyed a lot. All dangerous part of falls are boundaries so that we don't go there.

Reshmi De Jan 3, 2016

Dassam Falls waited for us in the winter vacation in 2015. The fabulous waterfall attracts numerous visitors from various corners of the country. Many local inhabitants gathered there for organizing picnic on the rocks of Dassam Falls. We were amazed to experience the core interior place with superb road way.

SumanChakrabortySoulseeker Dec 31, 2015

DassamFalls - A must visit place in Jharkhand. It is 125 Km from Jamshedpur. Thanks to Jharkhand Government and Jharkhand Tourism for providing good road from NH33 to Falls and proper maintenance of this famous tourist spot. Though the condition of NH33 is very bad between Ranchi and Jamshedpur as work in progress for four lanes, the stretch from NH33 to falls is very good. Jharkhand Tourism has recently constructed new road for this stretch. They have also constructed 12 viewpoints to see the falls from a safe area R. A. F has provided for better security system. A small children park is also constructed near falls.

SatyajitGhosh Lives in Ranchi Dec 3, 2015

One of the best site to visit, water coming down from the height of more than 350 foots, 1 and half hour from Ranchi main town. While good there you will love the road trips, the most attractive points is the velocity of the water.

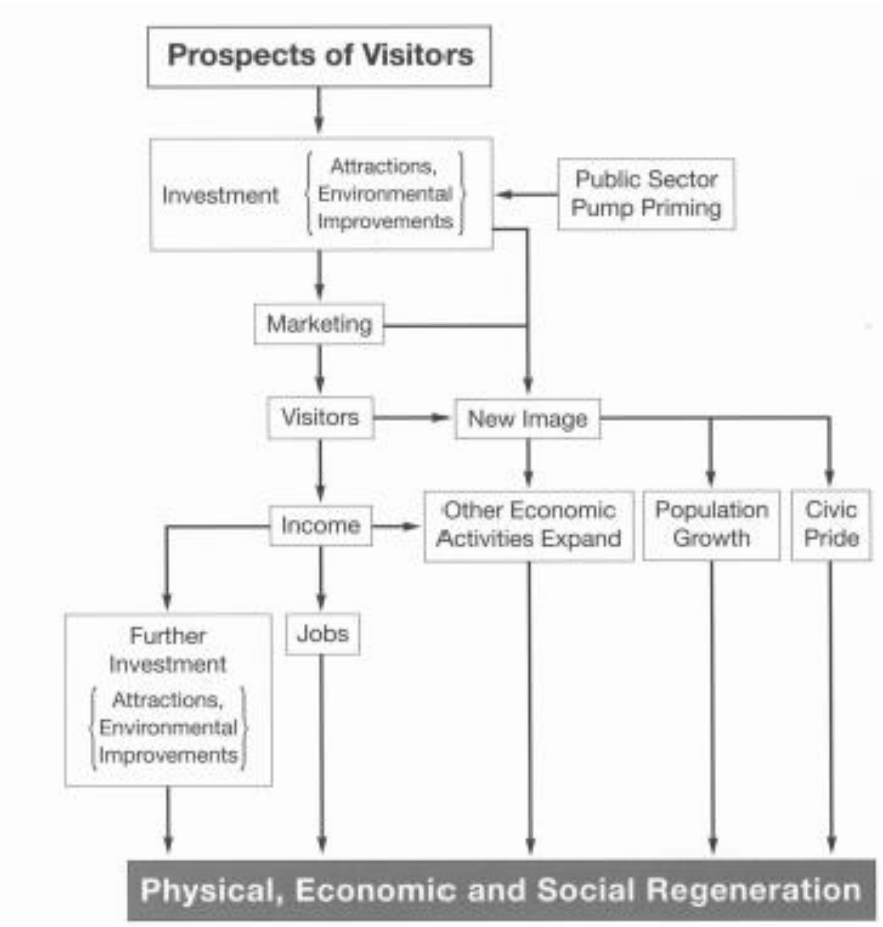
Ram Seervi Lives in Goa Nov 21, 2015

It is special in its own architecture, made of rocks only and it gives very beautiful view of Kanke Dam. Good security, a restaurant within garden, nice shed and chair to get relaxed.

Shad Rock Lives in Kolkata Nov 9, 2015

Another beauty of Rock Garden in Ranchi is so beautiful. We reached there in evening, enjoyed the sunset in the evening. It's beautiful to see that movement, from the garden it was awesome look to see the city and its very beautiful.

Prospects of Visitors



The city initiatives of 2010s are the example of this visioning activity. Jharkhand poses a huge opportunity for big business houses to invest in the state and help build its infrastructure. Opportunities exist in setting up new Industrial infrastructure dedicated to steel, automobile, food and agro-processing, electronics, information and communication technology, etc. The state urgently requires new organizational forms such as Knowledge Cities, Centers of Excellence, Incubation Centers, SEZ, Logistics, Townships, Industry specific clusters, etc. The state wants to give thrust to building dedicated corridor for transportation of natural resources of the State. Sheldon Garon claims that the state, in consultation with social interest groups, uses compaingus of 'moral suasion' to shape the lives of citizens (Garon 1997)[8`]

The state government encourages implementation through Public-Private-Partnership (PPP) via BOT and BOOT modes. A focused nodal agency named as *Jharkhand Infrastructure Development Corporation* (JINFRA) has been created to pursue all projects under PPP. The state also has another nodal agency known as *Jharkhand Industrial Infrastructure Development Corporation* (JIIDCO) which looks after all infrastructural construction work of Industries Department including Industrial Area Development Authorities (AIADA, BIADA, RIADA, SPIADA), public sector undertakings like Jharcraft and other institutions like Government Mini Tool and Training Centre at Ranchi and Dumka. JIIDCO also provides technical inputs, as and when required, to the Industries Department, including vetting of project proposals, preparation

of DPRs, issues pertaining to Single Window Operation, etc.The state government has also announced in its industrial policy that 10 crore grant will be given for common Infrastructure Development done within a Green field Textile / Apparel Park and IT - ITES / Bio Technology Park[9]. (Official website of Jharkhand Govt Industries Department).The maximum area of 60% of such private industrial estates will be used by the investor/developer and the rest of the area will be earmarked for MSME Industries. Ownership of such private industrial estates will rest with the investor/developer[10].

The number of tourists visiting the state both domestic and foreign has been given below-

Sl. No.	Period	National	International
1.	2000 November to 2000 December	23,991	172
2.	2001 January to 2001 December	4,50,447	3,111
3.	2002 January to 2002 December	3,46,830	2,322
4.	2003 January to 2003 December	3,86,506	3,141
5.	2004 January to 2004 December	4,77,507	4,620
6.	2005 January to 2005 December	21,64,483	5,766

4

7.	2006 January to 2006 December	21,38,685	3,180
8.	2007 January to 2007 December	49,06,394	4,004
9.	2008 January to 2008 December	60,30,028	5,803
10.	2009 January to 2009 December	76,06,160	8,303
11.	2010 January to 2010 November	64,30,083	8,244

13

OUTLAY FOR VARIOUS SCHEMES (TOURISM) FOR 2012-13

Sl. No.	Type of Scheme	Annual Plan (2012-13) (Rs. in Lakh)			
		Proposed Outlay	Flow to TSP	Flow to SCSP	Flow to OSP
A.	State Share (CSS/CS)				
1	State share to schemes under Central Financial Assistance	25	12	—	13
B.	State Plan Schemes			—	
1	Tourism Publicity etc	615	307	—	308
2	Training & skill development etc	50	25	—	25
3	Computerization & Modernization	5	3	—	2
4	Strengthening, Maintenance, Running etc. of Tourist Information Centre	50	25	—	25
5	Grands-in-aid to Institute of Hotel Management, Food Craft Institute, Jharkhand Adventure Tourism Institute and Tourism Devlopment Authoritys etc.	100	50	—	50
6	Management Subsidy, Incentive, grants-in – aid, expenses etc.	50	25	—	25
7	Financial Assistance to Jharkhand Tourism Development Corporation for Tourism Transport	200	100	—	100
	INTEGRATED DEVELOPMENT OF TOURISM				
(a)	Integrated Development of various Tourist circuits and destinations etc/ Dvp. of religious tourism/ Dvp. of heritage tourism/ Dvp. of rural tourism/ Dvp. of mining tourism/ out sourcing as a tool for providing tourist services/up gradation of hotels, tourist complex, tourist information centres and tourist spots etc/land acquisition, purchase, transfer / TIC / JATI / way side amenities (Old)	700	350	—	350
(b)	Integrated Development of various Tourist circuits and destinations etc/ Dvp. of religious tourism/ Dvp. of heritage tourism/ Dvp. of rural tourism/ Dvp. of mining tourism/ out sourcing as a tool for providing tourist services/up gradation of hotels, tourist complex, tourist information centres and tourist spots etc/land acquisition, purchase, transfer / TIC / JATI / way side amenities/Public Amenities	550	275	—	275
8	Consultancy, security and other services	100	50	—	50
9	Share Capital to JTDC	50	25	—	25
10	Incentives under State Policy	5	3	—	2
	Grand Total	**2500**	**1250**		**1250**

Source: www.jharkhandgov.ac.in

Famous tourist sites in Ranchi are Ranchi Hill, Ranchi Lake, MachhliGhar, Rock Garden, Kanke Dam, Tagore Hill, Tribal Museum and Research Institute, Jaggannath Temple, Hatia Dam, Biological Park Ormanjhi, Hundru Water fall, Jonha Water fall, Dasham Water Fall, Sun Temple, Nakshatra Van, Sita water fall, DeoriMandir, War memorial, War cemetery, Golf Course, Degamberjainmandir, Mac-cluskiganj, The GEL Church mission, St. Marry chatedral, yogda Ashram, Ram Mandir,Risaldar baba kamajar, etc.

IFC will explore the viability of setting up an associated medical college with private participation.Thomas Davenport, IFC's director for South Asia, said in the same statement, ""These projects will help address the shortage of quality healthcare services and medical professionals in the state, and expand access to medical care among patients."[11]"

Tourism and Leisure in Ranchi City

Ranchi is a classic example of the Industrial city struggling to adapt in a postindustrial and postmodernworld. The immediate conurbation around the city has a population of around 10 lacks, but within a radius of 20 km there is a population of over 25 lacks. This city has experienced a growing renaissance based on leisure and the development of residences. The example of Ranchi illustrates how difficult it can sometimes be to separate tourism and leisure and evaluate the contribution of each. On the one hand there is a boom in restaurants, bars, clubs and other leisure activities which do not necessarily presage a parallel expansion of tourism. On the other hand there is also an expansion of hotel bedrooms in the city as well as high occupancy which suggests that there is an increase in visitors, which might not be unconnected to the previously mentioned leisure activities.

The idea of Ranchi as tourist city was not taken seriously until 2005 and then by the UDA rather than the city development authority. It was partially out of an effort to make sense of the area as well as find uses for the derelict buildings, plus noticing what was going on in other cities from Jamshedpur to Dhanbad, that a tourist strategy began to emerge. In the late 2007 the early attempts of a private group to bid for the Olympics Games were all instrumental in shifting the thrust of the work of the City council to a more entrepreneurial focus. Henceforth Ranchi would be seeking to be city of enterprise, a cosmopolitan city, attracting inward investment and visitors, winning special events, obtaining money for projects and exploiting every opportunity.

In 2000 there were nearly 64 hotels in Ranchi but now in 2016 the no. goes upto 164. Which is a huge increase in the no. of Hotel. If we see the area wise hotels then some of the prominent areas are like main road, Doranda, Station Road, Jail Road, and Hinoo are there. In 2000 the famous and luxurious hotels of Ranchi were like, Hotel Ashok, Doranda, Hotel Yuvraj Palace, RajendraChowk, Hotel BNR Chanakya, Station Road, Hotel Rajdhani plaza main Road, Hotel Chruwala Main Road etc. but now in 2016, this no. goes up with the addition of some new and 3 star hotels which includes Hotel Green Acres, Hinoo, Hotel Blue Shivalik Station Road, Hotel Accord Station Road, Hotel Palash Residency Station Road near overbridge, Hotel Redisson Blue near Sujata Cinema Hall, in main road area Hotel AVN Grand, Hotel Capitol Hill , Hotel Akashdeep, in jail Road Hotel Le Lac, The Pinnacle Hotel, Hotel Mahi Residency and in Buty area the new hotel The Royal Retreat has been opened. It show a great rise in no. of hotels in Ranchi.If we see the area wise hotels then in Gosaintola it is 12, Hindpiri 5, Kanke 3, Morabadi 1, Kunwar Singh Colony 1, Nayatoli 1, upper bazar 7, Gandhi Nagar 1, CCL Colony 1, Shukla colony 1 and lower bazar 1 hotel. In each and every areas of Ranchi the no. of hotels has increased.

In other luxariority various new malls has been opened and some of the old cinema halls has been closed. The closed cinema halls were Ratan talkies, Sandhya cinema, Sujata cinema, uphar cinema. In place of these the malls namely Galaxia mall, Reliance digital mall, Reliance mart and malls has been opened because of to provide not only luxiriourity but also entertainment to the customers and visitors. If we talk about the resturents there is hike in this. In 2000 there were 19 restaurents but now this no. goes upto 100. This development has happened because of the development of tourism and leisure in Ranchi. Some of the people are coming here for official purposes, for studying, for vacation, for visiting Ranchi to see the

various developments. This show a great rise in the city leisure and tourism.(Source: Leisure and tourism Department official website of Jharkhand)

Conclusion

The recent revival of Ranchi city, both economically and in terms of physical regeneration, has very much been led by a boom in leisure. Much of the residential development can be explained on the basis of the availability of leisure opportunities. Ranchi has always had a good resource base of leisure facilities and these have expanded in recent years. The city has benefited from the proximity of 10 lacks people in the surrounding conurbation and several million more now within a reasonable driving time thanks to the development of the motorway network in Patratu Ghati and Ranchi Ramgarh ormanjhi link road. The city has also a large student population of about 20000 in universities as well as other colleges and this also provides a demand for leisure facilities. In the main Ranchi city area serves a local and a regional market. People are drawn in for both the cultural and the entertainment facilities. The expansion of hotels suggests that it is beginning to draw visitors in from further afield, but as yet these still form a relatively small share of patrons to leisure facilities. Ranchi experience of leisure led regeneration is similar to that of many other large provincial cities but at the same time is in some ways more pronounced as shown by the scale of its club scene, urban village and residential developments.

Tourism and leisure have become a major force for the regeneration of cities in recent years. There have been notable improvements in the number and quality of visitor attractions, arts venues, sports facilities, entertainment amenities and convention centers. As a result of these and special event the visibility and profile of cities has been raised. City centers now have a wide variety of facilities and can cater for different markets. This appears less of a threat now and there are signs, as with multiplex cinemas, of a return to the city. Further support for public transport would also strengthen activities in the city. Of course tourism and tourism resources are not confined to the city. There are often significant visitor attractions in the outer areas and the task here is to link them with those in the city, particularly with regard to transport. However the focus for urban tourism will almost certainly remain in the city.

Bibliography:

1. Rojek, chris. 1985. Capitalism and leisure theory. London:Tavistock.
2. Harvey, D. (1989) From managerialism to entrepreneurialism: the transformation of urban governance in late capitalism. GeografiskaAnnaler, 71B, PP. 3-17
3. Parker Stanley, 1976. The Sociology of Leisure. London: George Allen &unwin.
4. Jepperson Ronald, J. 1991. 'Institutions, Institutional effects', and Institutionalism.'in the New Institutionalism in organizational analysis, ed. Paul J.Di Maggio and walternpowell Chicago: University of Chicago press: 143-163
5. Veblen, Thorstein 1994 [1899]. Theory of Leisure class. New York: Penguine
6. Elias, Norbert and Eric Dunning 1986. Quet for excitement: Sport and leisure in the civilizing process. Oxford: Basil Blackwell.
7. Bourdieu, Pierre. 1984. Distinction: A social critique of the Judgement of Taste, trans. Richad Nice. Cambridge, MA : Harvard university press
8. Garon Sheldon, 1997. Molding Japanese Minds: The State in Everyday Life. Princeton, N.J.: Princeton University Press.
9. www.jharkhandgov.ac.in
10. Ibid
11. The Economic Times 27 August 2012