

Achieving Tourism Sustainability Through Museums – Key Challenges

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Abstract

This paper examines the need for promoting museum management in achieving tourism sustainability. Museums are considered as the repositories of a nation's cultural prosperity and inheritance. They are varied in nature and dissimilar in their working pattern. Invaluable historical relics, objects & ruins are conserved in museums and they are treasure house for rare objects and artefacts. But, they require constant maintenance. As technologies change a need for perpetual maintenance of museums has emerged. The academic and government in partnership with public and private educational Institutions can help to undertake, aid, promote and co-ordinate research. The academic partnerships in providing academic and professional guidance to agencies, institutions and personnel engaged in research in social sciences. Public consciousness about the technical maintenance of these precious possessions is very poor. Academic curriculum does not support museum management. Through applying inclusive educational practices via comprehensive curriculum on museum management, millions of students can become responsive towards historical conservation & museum management. Promotion of museum management becomes possible through inclusive museum awareness practices too. Practical training to public towards museum management thus becomes necessary. Deliverance of a training which can be applied practically towards museum management is the need of the hour.

Keywords: *Tourism, sustainability, Museum management, challenges*

Introduction

India is blessed with vibrant history and cultural heritage. India has always been visitor's paradise. India is visited by foreign and indigenous tourists all round the year. Local residents feel proud to visit historical places while foreign tourists feel enthusiastic to unveil Indian inheritance. India is blessed with wider range of historical sites, monuments, historical artefacts, scenic landscapes, natural picturesque country side, and archaeological sites and other rich structural monuments. But even though the richness of Indian inheritance is beyond doubt most exquisite and spell bounding, but visitors feel, the need of furthering the tour experiences. Alongside, they desire the Indian tourism sustainability can be achieved through museums. Museums further tourist experience and in India only selected places have museums. But Museums can supplement in assisting visitor's familiarity in India.

Objectives

1. To achieve tourism sustainability through museums
2. To enhance tourist experience through museums

Review of Literature

1. **Tonino Pencarelli**- Sustainable management of museums -- An Italian perspective 2016

2. **Elenorra** -The Role of Museums in the Development of Sustainable Tourism in Calabria Between Infrastructural Deficiencies -2022
3. **Izabela Lucia**- Achieving Cultural Sustainability in Museums: A Step Toward Sustainable Development, 2019

Methodology

This paper has utilized secondary sources , published annual reports and published tourism department reports to highlight the importance of museums in brining sustainability .

1.	Value cultural heritage
2.	Striving for achieving museum excellence
3.	Efficient Management of collections
4.	Resources management
5.	Encouraging sustainability
6.	Responsible tourism habits
7.	Long term planning
8.	Collaborations and academic support

1. **Value cultural heritage- Value** and protect natural and cultural environments and are sensitive to the impact of the museum and its visitors.
2. **Striving for museum excellence** - Strive for excellence building deep long term relationships with a range of audiences .Because museums attract wide range of audiences. Some are interested in historical sites while others are interested in knowing Indian legacy.
3. **Manage collection-** Acknowledge the legacy contributed by previous generations and pass on a better legacy of collections information and knowledge to the next generation. Managing collections efficiently so that they will be a valued asset for future generations not a burden
4. **Resources** – Making the best use of energy and other natural resources and minimise waste setting targets and monitoring progress towards them.
5. **Encouraging sustainability** – The need to consider the potential for demonstrating and encouraging sustainable development through establishment of variety of museums.
6. **Responsible tourism habits-** Contribute responsibly to the social cultural and economic vitality of the local area and wider world. Develop staff offer satisfying and rewarding employment and learn from their experience and that of others.
7. **Long term planning-** Plan long term take full account of sustainable development in all their activities and policies and work within available resources. Respond to changing political social environmental and economic contexts and have a clear long term purpose that reflects society’s expectations of museums.
8. **Collaboration-** Join with other museums and other organizations in partnerships and mergers where it is the best way of meeting their purpose the long term.

Key Findings

Thus, there is a need to initiate policies towards making tourism sustainable

1.	Creating a Museum Special Cell
2.	Emergency response measures
3.	Fostering collaborations
4.	Generating National and International academic sponsorships
5.	Memoranda of Understanding
6.	The role of stake holders
7.	Inclusive educational practices
8.	Deliverance of specific training

1. **Creating a Museum Special Cell-** Creating a Museum special cell for supporting the local administration whenever Museum sites are encroached or destroyed. This can act as a constructive boost to tourism sector. General public will become aware of the museum related activities, conservation process and significance of inclusive museum practices.
2. **Emergency response measures-** Emergency response measures during natural or man-made disasters for helping continued museum viewing and safe guarding the invaluable resources inside Museum is also very essential. The survival of historic buildings in good condition is primarily due to regular upkeep and the preservation of historic material. But this is not the case with other heritage structures across India. Majority of them are in dilapidated condition. It is seen that in spite of negative environmental forces, well maintained or regularly maintained structures such as Taj mahal tend to suffer less damage from
 - ✓ Speedy Storms ,
 - ✓ High Winds ,
 - ✓ Earth Quakes ,
 - ✓ Water Clogging,
 - ✓ Incessant Rain,
 - ✓ Humidity
 - ✓ High Moisture,
 - ✓ High Temperature etc .

Buildings and monuments of historical importance need more specific response measures. The use of technology can help to resist natural disasters. General public should to know about emergency response measures to avoid bad experiences during their travel.

3. **Fostering collaborations** - Fostering collaborations with private Museums, Archival offices, Libraries, NGOs, conservation offices / NGOs / Museum curation inventories is very much needed. These collaborations will help to
4. **Generating National and International academic sponsorships** -Generating National and International academic sponsorships for Museum Conservation and Educational Projects through scholarships and fellowships is also necessary.

5. **Memoranda of Understanding** -Memoranda of Understanding (MoU) and supportive partnerships with government and other national and international Museums or archival agencies are considered as key aspect in Museum management. The academic and government in partnership with public and private educational Institutions can help to undertake, aid, promote and co-ordinate research. The academic partnerships in providing academic and professional guidance to agencies, institutions and personnel engaged in research in social sciences.
6. **The role of stake holders** - The role of stake holders in making the museums to act as incubators and information cells to provide extra knowledge for information seekers lots of academicians , historians, researchers, teachers , etc visit museums for various reasons .They will feel relate their information provided by the Museums,
7. **Inclusive educational practices** - Through applying inclusive educational practices via comprehensive curriculum on Museum Management, millions of students can become responsive towards Historical Conservation & Museum Management.
8. **Deliverance of specific training** -Deliverance of a training which can be applied practically towards Museum Management is the need of the hour.

The academic and government in partnership with public and private educational Institutions can help to undertake, aid, promote and co-ordinate research. The academic partnerships in providing academic and professional guidance to agencies, institutions and personnel engaged in research in social sciences. The role of stake holders in making the social sciences research centers to act as a incubator and information cell in higher education Institutions or research academy in social sciences, with special emphasis on the local social problems have to be prioritized

Conclusion

Curating digital materials so as to ensure their continued access has emerged as a major initiative for information organizations including libraries and archives. They require constant maintenance as technologies change there is a need for perpetual maintenance. The academic and government in partnership with public and private educational Institutions can help to undertake, aid, promote and co-ordinate research. The academic partnerships in providing academic and professional guidance to agencies, institutions and personnel engaged in research in social sciences. The role of stake holders in making the social sciences research centers to act as a incubator and information cell in higher education Institutions or research academy in social sciences, with special emphasis on the local social problems have to be prioritized.

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