

**Tourists' Perception about the Development at Kot Diji Fort, Khairpur, Sindh,
Pakistan**

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Abstract



This paper deals with the development of Kot Diji fort Khairpur, Sindh according to tourists' perception, for that one questionnaire was designed. Before designing the questionnaire, some interviews and observation was done on the first place. First observation was done by visiting the fort for a few times to observe that what kind of facilities are being provided to the visitors and what facilities should be there. Secondly Interviews were taken from experts about the fort to collect the first hand data from the people who work there officially. And according to that data which was collected from observation and interviews, a questionnaire was designed and was filled from the visitors of the fort for the survey. The sampling size for the data collection was according to Morgan's table so the figure was 384. So 384 responses were taken from the visitors. Because it were both qualitative and quantitative data collection methods the research type was hence mixed methodology. Then the survey analysed via various software. It concluded that the fort really need more development strategies to develop the fort and to catch more tourists. The government and concerned authorities must have a close eye on the development of the Kot Diji fort Khairpur, Sindh, Pakistan.

Keywords: Tourism, Tourist's Perception, Development of Tourism, Kot Diji Fort Khairpur, Cultural Tourism, Kot Diji Heritage

Introduction

Every region on the planet has a cultural history, and many have used it to prompt the economic development via tourism. Built heritage/inheritance is some of the most common examples of tourism on the planet nowadays, with certain estimates predicting that in the middle of 50% and 80% of all national and international tourism includes some part of culture, such-as visiting museums and ancient sites, obtaining in songs/music and the arts, or personalized in a destination's living culture (Mkono, 2012). Several meanings of heritage have remained proposed from various points of view, but then again all meanings/definitions generally agree that culture and heritage is anything human society receives from the ancient times and consumes in the current time (Graham et al., 2000; Kaka et al., 2021). However, there are two major misconceptions about the sense of heritage. The primary requirement is, somewhat be old/ancient in order to be considered heritage. This point of view demonstrates a misunderstanding of the ancient as a cultural reserve. Wall (1989) reveals that ruins/remains and olden monuments are sometimes not old. Likewise in USA old conical buildings are way too old whereas in Native American ruins/remains of south east are older. Scholars nowadays are start to understand that something does not have to be 'old' to be essential, for legacy can even be formed from the fresh past (Rudnick et al., 2003). In Khairpur district, Sindh, Pakistan there is a fort called fort of Kot Diji, which is remarkable form of heritage site. Fort of Kot Diji, also known as Ahmadabad Fort, is a century 18, Talpur-era fort positioned in the city of Kot Diji in Pakistan's Khairpur District, approximately 40 kilometres to the east of the river Indus. The fort has been placed on top of a pre-Harappa Civilization ancient location that dates from 2600 to 2800 B.C.E (Rengel,

2003). Mir Sohrab Khan Talpur formed the fort of Kot Diji in-between 1785 to 1795. The site is situated on a mountain somewhere at south part of the Hills of Rohri, over an ancient mound of the very same name, which has been found to store the ruins of a pre-Harappa civilization(Ahmed, 2014). The fort is constructed on a 110-foot-high mountain overlooking the city of Kot Diji. The walls of the fort are 30 feet high. Three 50-foot-tall towers sited all through the fort. (Khan, 2015). The Pakistani government confirmed it a safe heritage spot, however it has been noted that portions of the fort are controlled by dominant resident families. (Guriro, 2012)

The concept of this paper is to let you know what is the current condition of the Kot Diji fort Khairpur and what could be done further to develop the fort according to the perception of tourists. Now here could be a question that why do we need to develop the fort further so the answer is that in weekdays there are 600 o 700 tourists, who visits the fort per day. In weekends 1200 to 1400 tourists visits the fort per day. Furthermore, in the days of festivals there are uncountable tourists in these days. As for as international tourists are concerned there are 400 to 500 foreign tourists per year. Right now, the fort is not in a good condition regarding the development strategies. The structure of the fort could be fine enough but there are some issues/problems in the fort according to the tourists. s, a questionnaire was designed to know what is the perception of tourists in the terms of different facilities, services and development at Kot Diji fort.

Literature Review:

The Kot Diji fort is located in Kot Diji city in Khairpur district in Sindh province, Pakistan. The fort is km away from Khairpur city. In Kot Diji city, there are few other historical sites of Talpur's family some of them being used for tourism purpose and some are still under the supervision of the Talpur's family(Ahmed, 2014). The Kot Diji fort is clearly visible from old national highway, Khairpur but the entrance of the fort is from the city center, which is approximately at the distance of 1 km from old national highway. Khairpur district is surrounded by some other district too like Sukkur, Larkana, Shikarpur, Sanghar, Nawabshah and Noushehro Feroz. After the completion of Multan to Sukkur motorway tourist are even coming from south Punjab to visit the fort(Rengel, 2003).

Basically Heritage Tourism is frequently considered to be a risk to the survival of local/native communities and cultural sites. Tourist industry is, in actuality, a forum and a driver for revealing and protecting inheritance, as well as guaranteeing its economic/financial and social stability. As a result, tourism is often used as a balancing method to preserve and protect a society's culture(Baig et al., 2022).

Tourism and travel seems to have a solid relationship by additional industries in the country's budget/economy, generating significant secondary earnings and improving international investors, trade/business opportunities, non-government/private, local growth, and civic/public infrastructure investments. Pakistan partakes a high tourism potential because to its diverse ethos and culture, topographical and natural diversity, and heritage. Tourism has grown as a means for breeding noteworthy financial progress(Arshad et al., 2017).

Scholars in the field of tourism are mostly concerned about policy decisions, poor infrastructure, security issues, tourism related, conservation and protection of the environment, extremism, inflation and increased costs, waste disposal, financial recession, insufficient tourism education, role of media, pollution, lack of awareness, lack of interdepartmental coordination, and so on. Scholars propose that a sustainable tourism growth strategy should also include training, awareness, infrastructural facilities, policies, preservation and conservation methods, and coordination across departments. The majority of study troubles have yet to be solved. Nevertheless, in some areas, security and infrastructure have gotten better(Arif & Du, 2019)

Research methodology:

The study had adopted mixed methodology research, in which both qualitative and quantitative methods were used. First semi-structured interviews were taken through snowball technique, which means first official person was informing about the second official person to collect the interviews and the second was informing for the third one. So in this way the sampling technique was snowball technique Interviews had mostly open-ended questions. The interviewer can ask more questions and the respondents can share more information about the topic. So according to those questions and answers of the interviews a quantitative research was done. One questionnaire was designs to see the perceptions of tourists about the development of Kot Diji fort at Khairpur, Sindh. In the questionnaire, there were mostly closed-ended questions. Random population was allowed to fill the questionnaire.

Questionnaire has different questions and their multiple answers of it, which includes different questions about security services, physical services, promotion strategies, availability and maintenance. Every question has multiple answers it was completely upon the respondent of the questionnaire that which answers is he/she choosing according to his/her visit at Kot Diji fort, Khairpur. The list of questions is given below:

1. Where are you from?
2. What is your age?
3. How many times you've visited Kot Diji Fort?
4. Is there any security checking at the gate of Fort?
5. Are there CCTV cameras installed at the fort to observe the movement of the tourists?
6. Is there any helpline number at which a tourists call at the time of emergency?
7. Are there hotels where tourists from far away areas can stay?
8. Are there any restaurants near the fort?
9. Do tourism gets job, better infrastructure and revenue opportunities to any area?
10. Do you think that our community needs awareness about the tourism and heritage?
11. Do government provide funds to the fort?
12. Are there guides to tell the history of the fort to tourist?
13. Is there any proper parking area reserved for the fort specially?
14. Is there any entrance fees for the tourists?
15. Is there any on-going maintenance work in the fort?

Sampling Size:

The quantitative research includes questionnaire for data collection. Morgan's table was followed to see that how many people have to fill out the questionnaires according to the population of district Khairpur, province Sindh, Pakistan. Khairpur population is 2,404,334 so keeping this population in the mind 400 questionnaires were filled but the actual number according to Morgan's table was 384 so reducing the chances of any errors the figure was rounded off to 400.

The sample technique, which is used in the survey, is Simple casual/random sampling method. The word "simple random sample" denotes to the point that each and everyone in the population has an the same chance of being involved in the sample (Taherdoost, 2016).

Data collection ways:

A questionnaire was designed which has different kind of queries in it. The questions were about the development of Kot Diji fort Khairpur, Sindh and the data was collected form tourists of the fort who visited the fort. The questionnaire had mostly close-ended questions but had one open-ended question too in it. After 400 questionnaires were filled, the data was analysed through various software.

Data analysis

Likert 5 point scale

An answer-scale that is mainly is used in questionnaires to determine a member's/participant's views or level of agreeability or collections of statements. Likert scales are uni-dimensional and non-competitive scaling methods. Participants are requested to use a Likert scales to show that what is their level of agreement with a statement given (Afrae Zunaira et al., 2021; Croasmun & Ostrom, 2011; Gill et al., 2021).

Histograms

A graphed and rocky type illustration of the numeric values sharing. Karl Pearson does use it. Very first developing a histogram is to bucket the variety/range of possible values, means dividing the whole variety/range of possible values into a sequence/series of layers and then numbering by what means several values comes into each period. The boxes/bins are generally stated as uninterrupted, non-overlapping intermissions of a variable. The bins/boxes (intervals) must be together/adjacent and are a lot (but not obligatory to be) of same/equal size(Afrae Zunaira et al., 2021; Howitt & Cramer, 2007).

Yeh's index satisfaction model.

Researchers has used this satisfaction index model by Kyle and Baird (1995) to examine the fulfilment levels of the tourists about the tourism facilities at the Kot Diji Fort. By means of the satisfaction index method set by Yeh's with the assistance of a survey contained by the research area. The formula for of YSI is:

$YSI = \frac{\text{Satisfied-Dissatisfied}}{\text{total respondents}} \times 10$

The index has different value from negative to positive value that shows what the response of a person is. The values ranging from highly strongly dissatisfied to highly strongly satisfy and has a level of no satisfaction/dissatisfaction too in the middle. More information is presented in the table below (Gill et al., 2021).

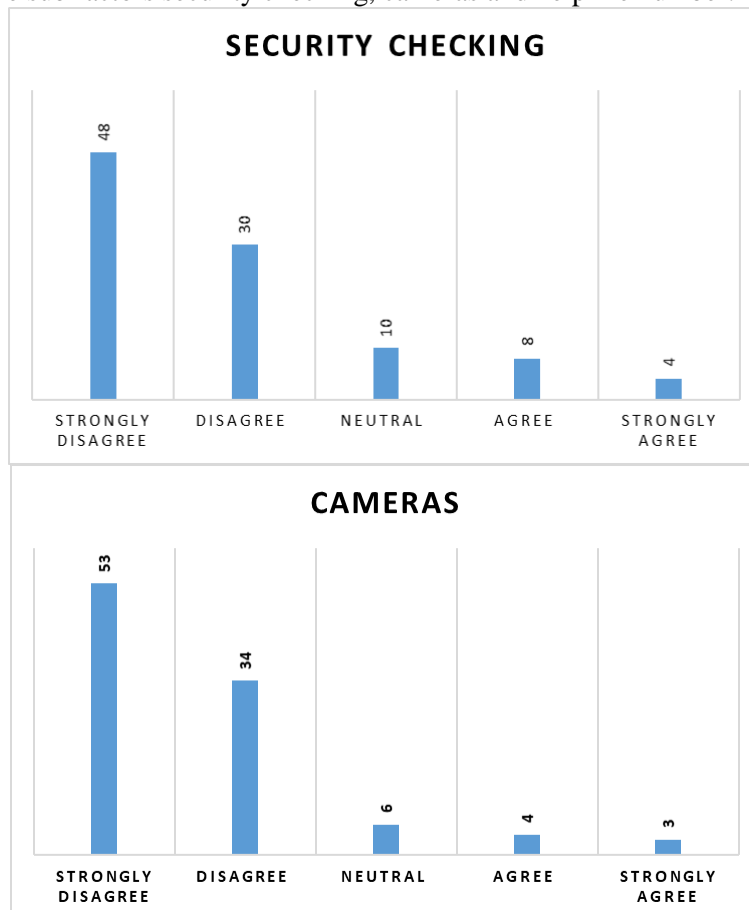
S.No	Criteria for Satisfaction and Dissatisfaction level of tenants	
	Percentages	Level of satisfaction and dissatisfaction
1	0	No satisfaction/dissatisfaction
2	0.25 or 25%	Minimum satisfaction
3	0.50 or 50%	Moderate satisfaction
4	0.75 or 75%	Strong satisfaction
5	0.90> or 90% and above	Highly strong satisfaction
6	0	No satisfaction/dissatisfaction
7	-0.25 or - 25%	Minimum dissatisfaction
8	-0.50 or - 50%	Moderate dissatisfaction
9	-0.75 or - 75%	Strong dissatisfaction
10	-0.90> or - 90% and above	Highly strong dissatisfaction

Results and Findings:

Histograms of 5 point Likert scale:

Security Services:

It has three more sub factors security checking, cameras and helpline number.



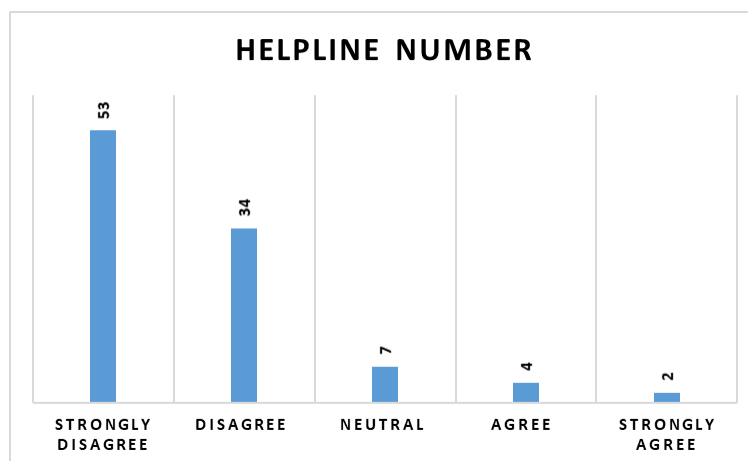


Figure 1. 1 Security service

For the Security services, regarding security checking at the fort, 48% public strongly disagreed, 30% disagreed, 10% public remains neutral, 8% public agreed whereas 4% public strongly agreed on the security checking in the fort.

Regarding cameras 55% public strongly disagreed, 34% public disagreed, 6% remains neutral, 4% agreed whereas only 3% public strongly agreed that there are cameras in the fort.

For helpline number 55% people strongly disagreed, 34% people disagreed, 7% people remain neutral, 4% people agreed and only 2% people strongly agreed that there is helpline number.

Physical Services:

It has more three-sub factors like restaurants, electricity and hotel need

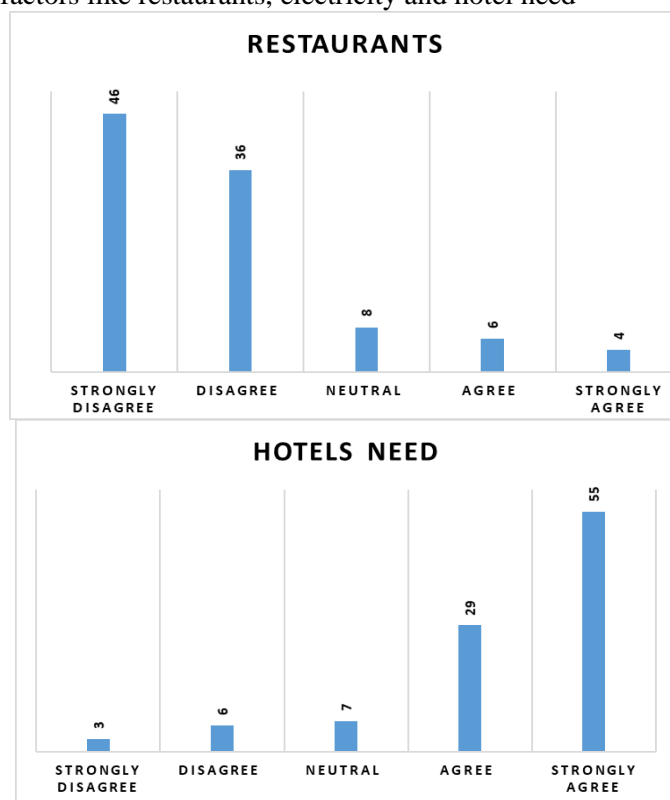


Figure 1. 2 Physical service

For Physical Service, 46% public strongly disagreed, 34% public disagreed, 8% remains neutral, 6% agreed while only 4% public strongly agreed that there are restaurants near the fort.

For electricity 54% public strongly disagreed, 32% public disagreed, 6% remains neutral, 5% agreed whereas only 3% public strongly agreed that there is electricity in the fort.

And for hotel need 3% public strongly disagreed, 6% public disagreed, 7% remains neutral, 29% agreed where 55% public strongly agreed that there is a huge need of hotels in Kot Diji city.

Promotions:

It has three sub factors like job, infrastructure and revenue opportunities, community awareness need and funds from government.

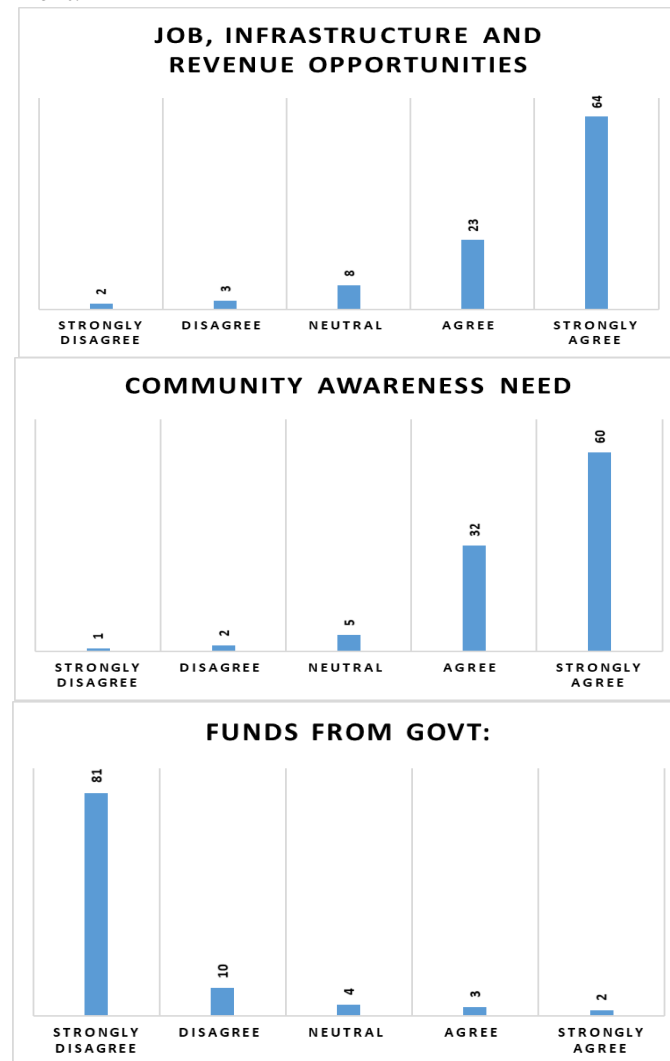


Figure 1. 3 Promotion strategies

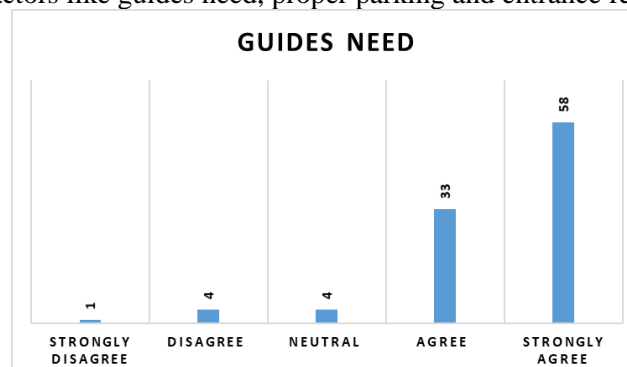
For Promotion strategies, 2% public strongly disagreed, 3% public disagreed, 8% remains neutral, 23% agreed whereas 64% public strongly agreed that tourism gets lots of job, infrastructure, and revenue opportunities.

1% public strongly disagreed, 2% public disagreed, 5% remains neutral, 32% agreed whereas 60% public strongly agreed that there is a huge need of community awareness.

81% public strongly disagreed, 10% public disagreed, 4% remains neutral, 3% agreed whereas only 2% public strongly agreed that government is providing funds to the fort.

Availability:

It has three more sub factors like guides need, proper parking and entrance fees.



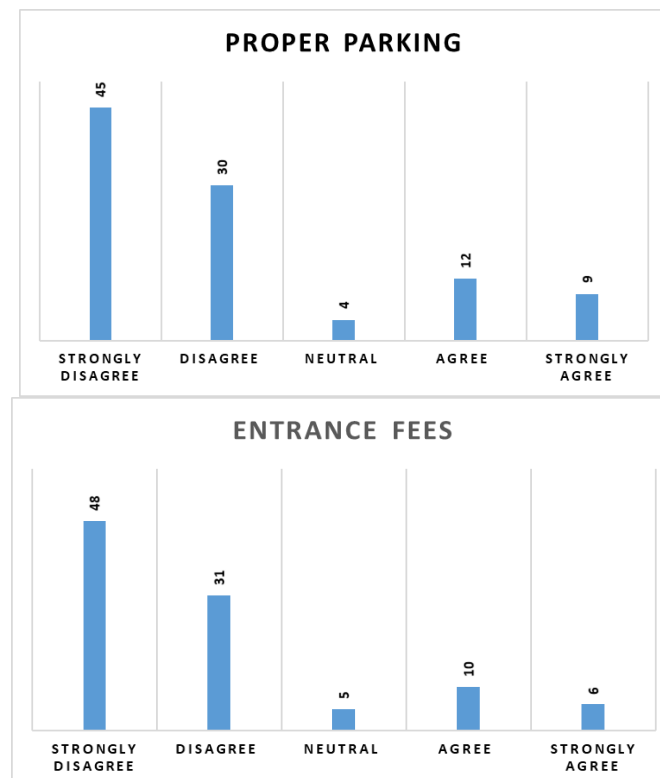


Figure 1. 4 Availability

For availability, 1% public strongly disagreed, 4% public disagreed, 4% remains neutral, 35% agreed whereas 58% public strongly agreed that there is a lots of need of guides in the fort.

45% public strongly disagreed, 30% public disagreed, 4% remains neutral, 12% agreed however only 9% public strongly agreed that there is a proper parking space near the fort where public can part their vehicles.

48% public strongly disagreed, 31% public disagreed, 5% remains neutral, 10% agreed whereas only 6% public strongly agreed that there is an entrance fees for the fort.

Maintenance:

This contains only one sub factor that is on-going maintenance work.

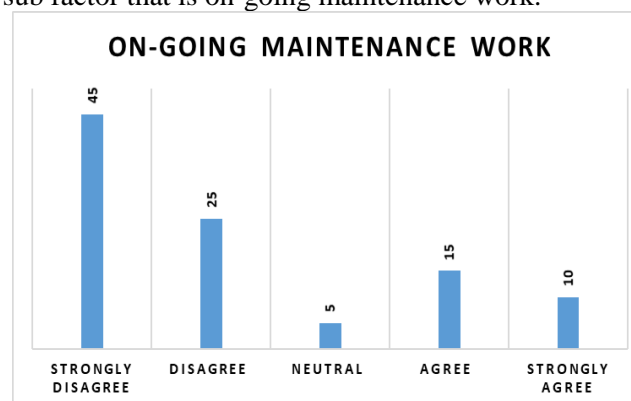


Figure 1. 5 Maintenance

For maintenance, 45% public strongly disagreed, 25% public disagreed, 5% remains neutral, 15% agreed whereas only 10% strongly agreed that there is maintenance work going on in the fort.

Yeh's index satisfaction model:

The purpose of applying Yeh's index satisfaction model is to see how much percentage of people were actually agreed and disagreed on the factors and sub factors of Kot Diji Fort, Khairpur.

Factors	Sub-factors	Percentage	YEH's Index model
Security services	Security checking	-77	Strongly Dissatisfied
	Cameras	-84.47	Highly strongly Dissatisfied
	Helpline Number	-85.88	Highly strongly Dissatisfied
Physical Services	Restaurants	-80.5	Highly strongly Dissatisfied
	Electricity	-84.2	Highly strongly Dissatisfied
	Hotels Need	83.4	Highly strongly Satisfied
Promotion	Job, infrastructure and revenue Opportunities	90.6	Highly strongly Satisfied
	Community Awareness Need	90.59	Highly strongly Satisfied
	Funds from government	-80.39	Highly strongly Dissatisfied
Availability	Guides Need	89.2	Highly strongly Satisfied
	Proper Parking	-50.1	Moderate Dissatisfied
	Entrance Fees	-67.5	Strongly Dissatisfied
Maintenance	On-going maintenance work	-37	Moderate Dissatisfied

*this table was made by the authors and was converted to a PNG file

This table displays the percentage of people who are either highly satisfied or highly dissatisfied with a specific percentage, denoted by a minus or a plus sign. It consists of various factors such as availability, maintenance, security services, services, and promotion. The majority of people are dissatisfied with the services offered.

Discussion:

Keeping in the mind about the data analysis here is to be discussed that the fort really needs to be managed in a good way, the way it is being look after is not enough because the Kot Diji Fort is our heritage and we must look after our heritage in a very good way. The heritage is a thing which we have got from the past and we are enjoying and using it in the current times so it necessary to look after it that the future generations can enjoy it too the way we are using and enjoying in our time. No matter either it is Kot Diji Fort as a heritage site or some other heritage site but we have to protect and manage it in a way that it can be seen by people from the future generations too. These old sites are our legacy and they gives us a scene of pride when we see, visit or talk about it. So the Kot Diji fort should be managed in the way that there must be a security checking at the gate for the visitors either it's a male or female, their bags and other belongings should be checked that way people check our begs and other belongings in a shopping malls. There must be CCTV cameras installed in all over the fort to observe the movement of the tourists there. There must be a helpline number on which a tourist can call in the time of emergency as the fort is on the top on the hill. There must be some mid ranged restaurants where tourists can have the meal and get some rest before or after visiting the fort, because the fort is constructed on the hill and it requires a good amount of energy to climb it. There must be some economical hotels in which tourists came from far way areas can stay, and while staying the can see some other heritage sites too present near the fort like, Sheesh Mahal and Mehrano wildlife refuge. When there will be good management, there will be more tourist and there will be more job opportunities for the local, by the way there will be better infrastructure in the town and as there will be more tourists the revenue generation will be more. People those who are visitors and the people

who live around the fort, both should be provided awareness about the importance of the fort and in this way the tourist and the locals will understand the true value of the fort or any other heritage building. Plus government should provide some funds to the fort to manage its expenses like water, electricity and other utility bills. The funds should be not only for paying the bills but they must be used for the management work in the fort. Fort does not have any entrance fees, there must be some entrance fees to enter in the fort, this will help the fort to generate its own revenue and it can be used in any work at the fort. For some time there was a fees to enter in the fort but as the fort is being watched by the local powerful family, the head of that family ask the staff to the fort to stop taking entrance fees from the tourists, he said that it's a heritage site and it belongs to everyone so there is no need to give any kind of entrance fees to get entry inside the fort. So the staff of the fort didn't charge any kind of fees after that. The fort has a huge history and there are not enough guides in the fort to explain the history of the fort, the history of the fort is an interesting story, which includes why the fort was constructed, what was the reason to build it, who lived in the fort and much more. The guides must knew the whole history of the fort first and then they should brief it to the tourists and the history of the fort is quite interesting tourists going to like it as well. But for this there must be more number of guides at the fort. But no doubt the guides which are present at the fort right now have a decent amount of knowledge about the fort and its history. The fort does not have a proper parking area where the vehicles of all size can be parked. Right now the vehicles are being parked at the gate of the fort which is not good actually. A site for the parking is given to the fort for parking at the left side of the fort but there is a little conflict between the fort's administrations and the forts management that it's a heritage site it's not good to do any kind of construction on that areas and they are somewhat right that it is better not to disturb a heritage site. There is a maintenance work going on in the fort for placing burnt bricks on the floors of the fort to protect the hill on which the fort is sited.

Conclusion:

Therefore, the research paper shows, visitors are not happy with the developmental strategies at the fort of Kot Diji, Khairpur. Authorities needs to understand that and have to work properly on the development of the fort. Most of common facilities are not provided there. The security system is not good there. Physical services are not provided properly near the fort. Promotion of the fort is not going well. Availability of various facilities are lacking there. Even maintenance of Kot Diji fort is not going well. Therefore, the government and related authorities must see he current condition of the fort according to these factors and must start work for development of the Kot Diji fort. This research paper shows, visitors are not satisfied sufficient from the facilities and services at the Fort of Kot Diji, Khairpur. Basic facilities are not provided to tourists when visiting the fort of Diji. So these different facilities and services should provide at the Diji fort and must be maintained well so that tourists can avail these facilities at Kot Diji fort Khairpur, Sindh, Pakistan. There also some suggestions, which should considered for the conservation and preservation while developing at Kot Diji fort, Khairpur, Sindh.

Recommendations for the development of Kot Diji Fort Khairpur, Sindh, Pakistan.

There are some important recommendations for the fort in terms of conservation and preservation working for the development work.

Lime plaster at the towers of Kot Diji fort

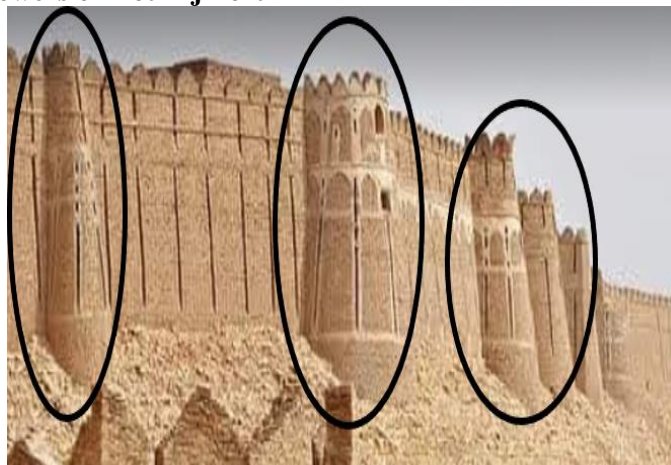


Figure 1. 6 Lime plaster at the towers of fort

There are numbers of towers all over the fort and most of them has lime plaster in it, so this lime plaster should be preserved. However, the preservation should be in a way that the real look of the towers should remain same and it should not give kind of artificial look to the viewers.

Wall paintings inside the king's residency



Figure 1. 7 Wall painting inside the king's residency

There are different kind of floral painting in the residency of king in the fort. These floral painting were painted when the fort and king's residency was made. So the painting in the king's residency should be preserved and conserved as well. But the look should remain same.

People climbing on the pavilion at fort.



Figure 1. 8 Ten doors pavilion at fort

There is a ten doors pavilion on the top level of the fort; this pavilion is open to climb and walk on it so people should not climb on that ancient pavilion in the fort. When people climb it, actually become weak. So this pavilion should be prohibited for touching and climbing on it.

Closed sidewalks all over the fort.



Figure 1. 9 sidewalks in the fort

There are sidewalks all over the fort's walls; these sidewalks should be restricted for people to move on it. Visitors climb on it and starts to abolish the fort's brick walls. People actually throws the brick outside of the fort and try to harm the fort.

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