

DOI: <https://doi.org/10.38027/iccaua2023en0251>

## A qualitative approach to investigate stakeholders' perceptions of heritage in the tourist-centric colonial hill town of Mussoorie, India

<sup>1</sup>Ph.D. Candidate. **Samiksha Chaudhary**, <sup>2</sup>Dr. **Ram Sateesh Pasupuleti**  
*Department of Architecture and Planning, Indian Institute of Technology, Roorkee, India.*<sup>1&2</sup>  
E-mail <sup>1</sup>: samiksha1605@gmail.com, E-mail <sup>2</sup>: ram.pasupuleti@ar.iitr.ac.in

### Abstract

The colonial hill towns in India inherited the predominant architectural style and cultural mannerisms from a mother country before undergoing transformations that reshaped their authentic cultural landscapes. In developing countries like India, the negligence of colonial tourism concerning stakeholder involvement is a perpetual phenomenon. As the primary custodians of heritage, stakeholders have a significant role in tourism management plans. Thus, the present study comprehends the stakeholders' perceptions of heritage in the colonial hill town of Mussoorie, India, through in-depth interview surveys. The qualitative Inductive research approach is implemented for data synthesis. Findings elucidate that involvement of the stakeholders in Mussoorie's tourism, and heritage management can provide a remedial impact to the large-scale destruction imposed on the colonial lineage for decades. The research will inform practitioners and researchers about a methodological approach to developing the relationships between the heritage's tangible and intangible aspects for preparing holistic development plans.

**Keywords:** Tourism management; Colonial heritage; Stakeholder perceptions; Qualitative approach.

### 1. Introduction

The heritage and tourism industry displays a fascinating intersectoral crossover with regard to heritage management and overall sustainable development of tourist-centric places (Timothy & Boyd, 2006) (Timothy & Boyd, 2003). After getting limited attention for decades, tourism as a discipline regarding development was first acknowledged and brought to the forefront after the declaration of 2017 as the International Year of Sustainable Tourism and the adoption of Sustainable Development Goals (Musavengane et al., 2019). In the present scenario the consequences of tourism at culturally significant heritage sites are one of the key focus areas in social sciences research related to tourism (Tribe & Xiao, 2011; Aziz Amen, 2017; Aziz Amen & Nia, 2018; Amen & Kuzovic, 2018; Amen & Nia, 2021). However, there are two schools of thought around the relationship between tourism and cultural heritage management; one group asserts that they are incompatible and that the cultural values are compromised for economic benefits (McKercher et al., 2005) (Urry, 1990) (Daniel, 1996) (Boniface, 1998) (Hall, 2008). While the other group insists that tourism at heritage sites can promote economic gains and mutually beneficial outcomes can be achieved through it. Moreover, it can be a powerful tool for reinforcing a region's historical and cultural significance and can also revoke people's interest in the same (McKercher et al., 2005) (Nolan & Nolan, 1992) (Simons, 1996). Mindful tourism practices in historical towns can lead to heritage-led economic development, subsequently enabling protection of traditional lineage and sustainability of such places (Munasinghe, 2022) (Throsby, 2017). This relationship built on dichotomy, conflicts, and co-management is inevitable to co-exist (McKercher et al., 2005). One of the significant ways to address this conflict and act upon minimizing it is to practice and promote stakeholder collaboration (Aas et al., 2005).

Involving society in the decision-making process became an essential topic of consideration in the 20<sup>th</sup> century (Jankauskaitė-Jurevičienė & Mlinkauskienė, 2021). In the realm of tourism and heritage management, Timothy and Boyd (2006) emphasize that the goal of sustainable planning can be achieved when different sectors come together and set mutually inclusive goals. This approach encourages all the interested groups and sectors to be considerate of heritage (Sharma & Sharma, 2017, Amen, 2021; Aziz Amen, 2022; Amen et al., 2023; Amen & Nia, 2020) and consciously engage in the decision-making process. However, planners and decision-makers globally struggle to mend ways to include stakeholders in the planning process in the realm of heritage and tourist-centric places. The arena of tourism studies has primarily suffered due to the implication of shallow methodologies specifically because of the dominance of quantitative (scientific) methods since World War II (Walle, 1997). Additionally, there is a dearth of in-depth qualitative research that explore tourist perceptions and behaviors (Duignan et al., 2021). At present, to cope with the situation, many scholars and researchers have been embracing broader and more in-depth research techniques. As a result, in the past few decades, particularly since the 1960s (Alasutari, 2010) qualitative methodologies have been augmented and have gained a reputation in tourism research.

This paper attempts to provide a methodological underpinning of stakeholder involvement by gathering their perceptions on heritage in tourist-centric Indian colonial hill town Mussoorie, subsequently analyzing them through a qualitative inductive research approach. The cohesive and interactive method accumulates insights through open-ended interviews to attain a comprehensive understanding of the perceptions. In doing so, the research identifies

the interdependence of heritage conservation and stakeholders' perceptions in tourist-centric colonial hill towns while elucidating the case of Mussoorie.

## **2. Role and significance of stakeholders in the tourism and heritage domain**

A stakeholder is any person or group who can affect or is affected by the tourism activities in an area (Freeman, 1984). Cultural heritage contributes to the development of society (Madrigal, 2021) thus, it is the primary responsibility of the social groups to actively come forth and participate in the heritage management and development process. Besides, conserving the heritage and passing it on to future generations profoundly depends on the society (Açıkgöz, 2019).

### **2.1. Significance of inclusion**

The significance of stakeholders in the field of tourism development was emphasized by UNEP (2005) where it addressed sustainable tourism and all the related aspects, including the need to provide a fair share of benefits to all stakeholders (Amoako et al., 2022). Gunn (1994) describes the cooperation of stakeholders as one of the vital aspects of successfully implementing a sustainable tourism development plan. He identifies the top-down approach in tourism development (decision-making by experts) and conflicts within the decision-making bodies as the main issues hindering the development process. This approach to decision-making is not reflective of communities' interests and opinions (Byrd, 2007) (Beierle & Konisky, 2000) (Gunn & Var, 2003). Hence the stakeholders' involvement can probably avoid or reduce the significant conflicts within them (Byrd, 2007) (Healey, 1998). It is essential for the organizations or groups responsible for the management and development of tourist-centric heritage sites to be competent in handling the interests and conflicts between the stakeholders, as each of them is significant towards the successful and hassle-free operation of tourism activities (Amoako et al., 2022). Thus, highlighting the significance of collaboration of all the stakeholders in public, private, and non-profit sectors becomes inevitable in tourism development plans and schemes (Timothy & Boyd, 2006) (Boyd & Timothy, 2001) (McKercher & Du Cros, 2002) (Tribe & Xiao, 2011).

### **2.2. Identification and forms of participation**

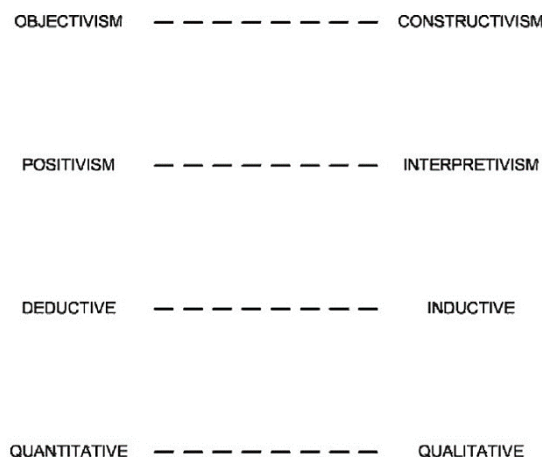
Four broad categories of the stakeholders identified in tourism planning at heritage sites consist of the tourist, businesses (entrepreneurs) for providing tourist goods and services, local government, and the residents of the site (Amoako et al., 2022) (Goeldner & Ritchie, 2005). A more detailed classification of stakeholders includes the residents, business owners, tourists, private sector property owners and developers, government, tourism boards, heritage management organizations and authorities, users, owners and cultural custodians, service providers, travel agents, local tour operators, and tourism media (Timothy & Boyd, 2006) (McKercher et al., 2005) (Sharma & Sharma, 2017). After their identification and addressing the need for involvement, the next step is to identify the process and form of their participation. The participation of stakeholders could be formal and/or informal, including public discussions, advisory committees, interview surveys, focus groups, public deliberation, citizen review panels, collaboration, civic review boards, work groups, implementation studies, and written comments (Byrd, 2007).

### **2.3. Benefits of stakeholder involvement**

Apart from implementing tourism development plans in the public interest, there are several other benefits of stakeholder involvement in the process. They include: letting people voice their interests and empowering them by involving in the decision-making process, the realization of shared responsibility, imparting education to the public on important issues and topics, improvement in the rightfulness of decisions and their acceptability, generation of new ideas, increase in trust value and reduction of conflicts between the stakeholders (Jankauskaitė-Jurevičienė & Mlinkauskienė, 2021) (Aas et al., 2005) (Sharma & Sharma, 2017) (Timothy, 1999b) (Byrd, 2007) (Beierle, 1998) (Simrell King et al., 1998) (Carmin et al., 2003) (Fiorino, 1990) (Steelman, 2001). In this context, overcoming the disregard for the interdependence of heritage, tourism, and stakeholder collaboration for decades (Sacareau, 2007), developing countries like India are now attempting to acknowledge and implement this mutuality in development plans (Reed, 1999) (Timothy, 1999a) (Aas et al., 2005).

## **3. Qualitative methodology in tourism studies involving human participants**

Sutrisna (2009) suggests that quantitative methods originated from positivism and objectivism research philosophy stances, while qualitative methods come from interpretivism and constructivism. He presented this argument through the continuum visual representation (Figure 1). The continuum figure also depicts that qualitative research is majorly inductive; however, this is subject to the nature of the study and is not presented here as a generalized statement.



**Figure 1.** Continuum representation in research philosophy. Source: (Sutrisna, 2009)

More qualitative methods are being employed to enhance the quality of research and pure statistical methods are being reinforced with subjective methods (Walle, 1997). In this regard, it could be stated that the humanistic research methods were a response to the numerous challenges imposed due to scientificity and were also termed as a counterpart to quantitative research (Alasuutari, 2010). Although one of the naive conjectures circling around qualitative studies is that they lack scientific reasoning. In response, through the robust understanding and practices of several decades, the researchers assert that these methodologies involve as many principles and guidelines of logical thought processes as implied in any scientific research. These subjective methods also highlight and acknowledge the researchers' impact in determining the research findings (Sutrisna & Barrett, 2007).

Minnaert (2020) and Duignan et al. (2021) are some recent examples of tourism research involving human perceptions and qualitative analysis. This upsurge in popularity in recent decades has also initiated the cross-distribution of knowledge between diverse human science research disciplines (Alasuutari, 2010). Subsequently, a constant rift between qualitative and quantitative research leads to various debates on local, national, and global platforms to address the contradictions between humanistic and scientific orientations in research interests (Alasuutari, 2010). Nevertheless, this friction does not necessarily mean creating two antagonist groups of researchers; the key focus is projected to be rationally identifying the need for two methods.

A qualitative research methodology is significant for exploring in-depth connotations and patterns in the data sets. Subsequently, forming the rationale for studying complex situations and comprehending vigorous understandings of the relevant aspects that may have been missed otherwise in empirical studies, specifically in cases involving the human subject (Bartunek & Seo, 2002) (Sutrisna, 2009). Comprehending the qualities of phenomena that are being investigated is the focal point of qualitative studies, unlike the quantitative methods that stress the numeric measurement of the phenomena. Qualitative researchers emphasize that the dimension of subjectivity is significant in the real-world situation and that multiple tangents could be associated with that reality. Therefore, the researchers' interaction with the phenomena becomes substantial in interpreting the results that should stress upon the collected evidence and description of its dynamics (Sutrisna, 2009) (Sutrisna & Barrett, 2007).

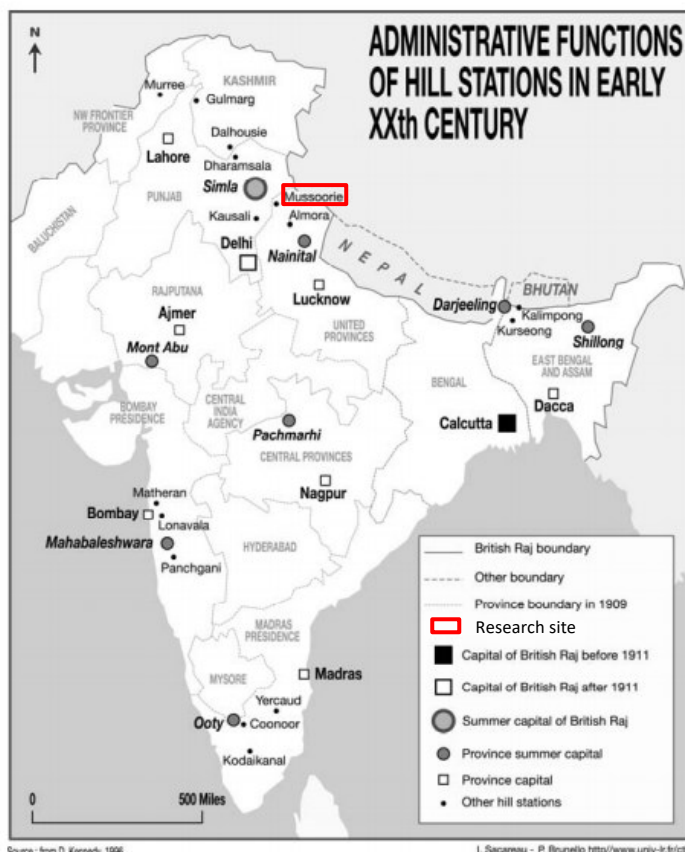
#### **4. Colonial tourist-centric hill towns in India: the case of Mussoorie**

India has a symbolic reputation for being a country with diverse and abundant cultural heritage and legacies. The hill towns developed by the British in India in the early 19<sup>th</sup> century, such as Shimla, Darjeeling, Mussoorie, and Mahabaleshwar, are amongst such historical assets (refer to figure 2 for the map featuring all the hill stations established by the British during their colonial rule). Popularly known as hill 'stations,' they were initially built as sanatoria for the British soldiers and gradually developed as settlements that inherited the British mannerisms and institutions they had back at home in England (Morris, 1973) (Mitchell W. , 2002) (Said, 1979) (Stamp, 1981) (Kennedy, 1996) (Bond & Saili, 2000).

This paper assesses the case study of Mussoorie, a popular hill station and tourist destination in Northern India in the state of Uttarakhand, by recording and analyzing the perceptions of stakeholders through interviews. Mussoorie was established as a recreational town as opposed to most of the British colonial hill towns that were demarcated distinct administrative roles; hence it became the 'pleasure capital of India' during the British reign (Mitchell N. ,

1972). The town is easily accessible by road (and partially by rail) from the plains in the northern region and accommodates a population of 30,118 (Census of India, 2011).

The town began to first experience tourism activities in the latter half of the nineteenth century by hosting tourists from Europe (back then England) (Sacareau, 2007). Soon after the 1857 mutiny, the town saw an array of Indian tourists that were initially royal families, civil servants, and wealthy tradespeople, lately followed by the middle-class natives at the beginning of the 20<sup>th</sup> century (Kanwar, 1990) (Kennedy, 1996) (Sacareau, 2007).

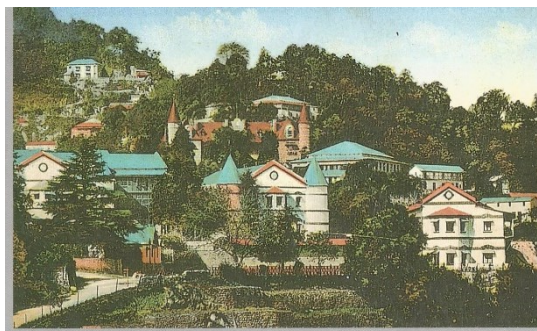


**Figure 2.** British colonial hill stations in the early 20<sup>th</sup> century. Source: (Kennedy, 1996)

Post-independence, the natives solely took over the tourism activities, and the town became one of the most visited hill stations of the Northern Indian region. The tourism and overall development of the hill town have been influenced by several social and political events on a local, national, and global level, such as the 1857 mutiny, the Nationalist movement in the early 20<sup>th</sup> century, World Wars 1 & II, Independence in 1947 and post-colonial liberalism (Sengupta, 2019) (Kenny, 1995). However, the town surpassed its tourist carrying capacity decades ago, with over 200,000 tourists visiting during the peak summer season (Madan & Rawat, 2000) (Ramachandran & Ramachandran, 2001). As a result, the town authorities struggle to provide basic physical infrastructure both to the tourists and residents pertaining to the overburdening.



**Figure 3.** Library Chowk in the early 20<sup>th</sup> century.  
Image courtesy: Ganesh Saili



**Figure 4.** Hotel Savoy in the early 20<sup>th</sup> century.  
Source: (Bond & Saili, 2000)

Figures 3 and 4: Glimpses of Mussoorie town center during the British era



**Figure 5.** Dense and congested street of Mussoorie (The Mall). Source: Author



**Figure 6.** The altered spatial character of the buildings. Source: Author

Figures 5 and 6: Stills from Mussoorie town center in the year 2022

Mussoorie, just like most other British established hill stations, displayed a hybrid form of architecture (Figures 3 & 4) achieved through amalgamating the elements of native country with the colonies that they created on foreign-occupied lands (Davies, 1985) (Stamp, 1981) (Guaita, 1999) (Roosmalen, 2003). To curate the social and spatial norms the British had at home, they established several institutions ranging from shopping promenades, cinema, theatres, clubs, regal hotels, botanical gardens, breweries to Churches, sports infrastructure, schools, libraries, and hospitals (Bodycot, 1907) (Northam, 1884). A unique and top-notch maintained spatial character of the place was courtesy of the Mussoorie Municipal Board, that implemented and monitored strict building bye-laws and guidelines in the town (Miedema & Miedema, 2014) (Hawthorne, 1890). At present, a few of the colonial-era establishments are still intact to represent the British's enduring legacy; some lay in a worn-out state, and many have been demolished to make way for the 'modern' multistorey structures. This constant disregard for the British colonial legacy has substantially altered the authentic character of the town, particularly the town center that is the Mall, and the surrounding areas (Figures 5 & 6). Despite its transformed aesthetics and tourism-driven socio-spatial character, the station upholds its identity as a prime holiday destination in post-colonial India.

## 5. Material and Methods

### 5.1 Data collection: Stakeholder perceptions

Human perception is a subjective process that comprises the awareness and experiences of people in the studied environments (Nia et al., 2017). To comprehensively understand the heritage and its sustenance, stakeholders' perceptions were recorded by conducting open-ended interviews, emphasizing the related contradictions, issues, and challenges. In doing so, the paper highlights the conceptual underpinning of the research in terms of the role of stakeholder involvement in future heritage management at Mussoorie town center. The study was conducted in the town center of Mussoorie which is the Mall (promenade created by the British that resembled the social and spatial mannerisms of British high streets in England) and its extremities. It is to be noted that the buildings and streets in Mussoorie are not yet officially recognized as heritage buildings or precincts. Hence, the term heritage associated with Mussoorie used in this paper represents the built environment, including buildings, groups of buildings, or streets that are reckoned to be cultural evidence of Mussoorie's colonial past and provide a distinctive identity to the town.

For this section of the study, the stakeholders selected for the interview include tourists, business owners (identified through the Stratified Random Sampling method), experts, and decision-makers (identified through the Purposive sampling method). The informed consents were collected from the stakeholders before interviewing them. A pilot survey was conducted on 30 respondents selected through the Purposive sampling method before the primary interview process to pre-test the questionnaires. All the necessary changes were made by simplifying the questions observed to have difficulty answering by the respondents. After that, the revised questionnaire was administered to record the perceptions of tourists (103 respondents) and business owners (56 respondents) through in-depth interviews.

The experts and decision-makers included in the research process were local historians, writers, archivists of Mussoorie, conservation enthusiasts, the Mussoorie Municipal Council (MMC) Chairperson, and Mussoorie Dehradun Development Authority (MDDA) officials. Separate sets of open-ended questionnaires were prepared for different genres of experts to receive the purposeful information, both regarding social and spatial context. Before

recording the perceptions, the experts were briefed about the study's objectives and the purpose of conducting the interviews.

## 5.2 Approach for analysis

Data synthesis was done by implementing the Inductive research approach. The most used approach to analyze the interview data is inductive, which is the bottom-up method (Riemer, 2012). Qualitative (ethnographic) research, including human participants for interviews, is unique, with an in-depth and open-ended structure that could be conducted one-on-one or in focus groups (in-depth, one-on-one in this paper).

As Riemer (2012) discussed, there are several steps to analyze the data inductively: starting with the thorough reading of the data set (interviews) followed by annotating it, which involves pointing out keywords and highlights and/or developing codes that reflect the data set. Furthermore, they are reclassified into categories with subsequent systematic structuring into sub categories or themes. The modification of themes could also be done to the existing data or to accommodate new data, if any. In such an analytic induction process, the researchers are inclined explicitly towards analyzing relationships while producing and confirming the issues and causes of a problem or research phenomena. In some cases, the concepts are also formed and further matched analytically to a data set (Riemer, 2012) (Goetz & Lecompte, 2009).

Following the mentioned guidelines in this study, the data analysis commenced by transcribing the interview data followed by annotating transcripts to identify the keywords (appendix), subsequently highlighting the patterns across the dataset (sample annexure 1). Further, the data was conceptualized through a thematic table (Table 1) to align it with the research objective. Research findings are presented through narration (section 7), and the result was interpreted focusing on the convergences and divergences in the stakeholders' perceptions, subsequently highlighting the issues and challenges in preserving the colonial heritage in tourist-centric hill town, Mussoorie.

Annexure 1 is an intensive table comprising questionnaires and data annotation process. Hence considering the lengthy nature of the table (approx. 4000 words), only a sample of it is attached towards the end of the article. However, the complete annexure can be made available at the editor's request.

## 6. Analysis

After annotation (sample annexure 1), the data is conceptualized and presented in a thematic table by classifying the categories that emphasize the causes, issues, and challenges for the future sustenance of British colonial heritage at the Mussoorie town center.

Heritage Perception and Interpretation	Spatial context	Intangible context
<b>Tourists</b>		
<b>Issue</b>	<ul style="list-style-type: none"> <li>Do not visit or identify heritage buildings except for a few major landmarks</li> <li>Tourists are primarily interested in cafes and retail shops</li> <li>Multi-story building trend</li> <li>Disliking towards current building and street aesthetics at the Mall</li> </ul>	<ul style="list-style-type: none"> <li>Seek Mussoorie as a weekend getaway</li> <li>The average stay is 2-3 days</li> <li>Overcrowding at the Mall</li> <li>Vehicular traffic</li> <li>No public parking</li> <li>Dirty streets</li> </ul>
<b>Cause</b>	<ul style="list-style-type: none"> <li>Unawareness and limited knowledge of British established institutions in Mussoorie and their significance</li> <li>No spaces at the Mall for socio-cultural dialogue</li> <li>Changing expectations of the tourists and capitalism</li> <li>Non-involvement of tourists in the development process</li> <li>Absence of bye-laws for heritage preservation</li> </ul>	<ul style="list-style-type: none"> <li>Current lifestyle pattern</li> <li>Vicinity and good connectivity from metro cities on plains</li> <li>Mussoorie (town center) cannot withhold such large tourist traffic</li> <li>Non-involvement of tourists in the development process</li> <li>Insensitive littering and non-regularized access to animals on the Mall street</li> </ul>
<b>Business owners</b>		
<b>Issue</b>	<ul style="list-style-type: none"> <li>The portrayal of construction activities as a part of the development</li> </ul>	<ul style="list-style-type: none"> <li>Mussoorie has become a weekend economy</li> </ul>

	<ul style="list-style-type: none"> <li>• Construction is required to improve the business and cater to the tourist demands</li> <li>• Maintenance of heritage structures requires significant capital</li> <li>• Old buildings are unsafe and are therefore needed to be reconstructed or renovated</li> <li>• Very few Tourists show interest in heritage buildings</li> </ul>	<ul style="list-style-type: none"> <li>• People come here to get an escape from their otherwise monotonous lifestyles and spend most of their time in cafes or hotels</li> <li>• Perception that heritage conservation will impact the business negatively</li> </ul>
<b>Cause</b>	<ul style="list-style-type: none"> <li>• MDDA and local authorities give the permit for the construction</li> <li>• Absence of uniform laws for everyone</li> <li>• No financial support from the government for the maintenance of heritage structures</li> <li>• Prejudice against British colonial heritage</li> <li>• Growing competition in the business sector</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced duration of the vacation</li> <li>• Change in the tourists' preferences</li> <li>• Increasing competition in the business sector</li> <li>• Non-involvement of the business sector in the development process</li> <li>• Negligence toward the long-term threats of the current trends</li> </ul>
<b>Experts</b>		
<b>Issue</b>	<ul style="list-style-type: none"> <li>• Only a few buildings at the Mall have been able to sustain their heritage character.</li> <li>• The traditional aesthetics of Mall streets are completely sabotaged</li> <li>• There are encroachments and illegal construction all around</li> <li>• Growing concrete jungle at the Mall with disregard to the traditional materials and construction techniques</li> <li>• Absence of spaces for socio-cultural interaction and dialogues</li> <li>• The traditional colonial character (spatial and non-spatial) is faded, and the Mall has started to look like any other commercial street on the plains</li> </ul>	<ul style="list-style-type: none"> <li>• Enormous vehicular traffic and noise pollution</li> <li>• No public parking</li> <li>• Tremendous stress on physical infrastructure</li> <li>• Insensitive mass tourism</li> <li>• Continuous immigration from the neighboring towns and villages</li> <li>• There has been a significant reduction in the number of royal families and foreign tourists in Mussoorie in the last few decades</li> <li>• Mussoorie is under threat of collapse if Mass tourism is not controlled</li> </ul>
<b>Cause</b>	<ul style="list-style-type: none"> <li>• Growing commercialization</li> <li>• Absence of the heritage preservation act and committee</li> <li>• Lack of uniform implementation of building-by-law and guidelines</li> <li>• Prejudice against Victorian culture and the dominant hotel lobby at the Mall have played a significant role in overshadowing the heritage character</li> <li>• Weak coordination between MDDA and MMC</li> <li>• There are very few efforts at the individual level to maintain the traditional colonial character of the privately-owned buildings at the Mall</li> <li>• Absence of heritage preservation awareness programs</li> <li>• Non-involvement of experts from varied domains in the development process</li> </ul>	<ul style="list-style-type: none"> <li>• The streets at the Mall were never meant for vehicular traffic; they were specifically designed for pedestrian traffic</li> <li>• The carrying capacity of Mussoorie (town center) was surpassed decades ago</li> <li>• The close proximity and easy connectivity with the neighboring metropolitan cities</li> <li>• Capitalism</li> <li>• Tourism was promoted in Mussoorie post-independence in 1947 to revive its economy but failed to regulate it thereafter.</li> <li>• Non-involvement of experts from varied domains in the development process</li> </ul>

Decision-makers		
<b>Issue</b>	<ul style="list-style-type: none"> <li>• Buildings built before 1980 can be demolished by obtaining NoC from Nagar Nigam, and reconstruction is allowed in the de-notified zone. Since there is no heritage preservation guideline, new construction turns out to be totally out of sync with the old traditional buildings.</li> <li>• In the case of reconstruction and new construction in the permitted zones, the buildings do not (necessarily) inherit the traditional character of their former version.</li> <li>• Due to the absence of strict guidelines, often major alterations are carried out with the permit of renovations (that do not include any structural changes)</li> <li>• There is no listed heritage in Mussoorie</li> </ul>	<ul style="list-style-type: none"> <li>• The body is constantly pressured to provide adequate physical infrastructure, especially in the town center.</li> <li>• Vehicular traffic and noise pollution</li> <li>• Absence of public parking</li> <li>• Encroachments at the Mall</li> <li>• There is uncontrolled and unplanned development all around</li> <li>• Mass tourism</li> </ul>
<b>Cause</b>	<ul style="list-style-type: none"> <li>• There is no heritage preservation act in Mussoorie</li> <li>• There is an absence of guidelines for the type of material, construction techniques, or aesthetics of the structure.</li> <li>• No permission is required for the renovations if it does not involve structural changes.</li> <li>• Lack of coordination between MDDA and MMC.</li> <li>• No Master plan in Mussoorie as yet</li> </ul>	<ul style="list-style-type: none"> <li>• The town's holding capacity is not meant to withstand such many tourists at once. Carrying capacity has also been surpassed long back</li> <li>• The streets of the Mall were not designed for motorized vehicular traffic</li> <li>• Fragile topography of the hill town. Mussoorie Mall area (town center) is built on a very narrow ridge, and there isn't any more feasible buildable area available there</li> <li>• There have been drives to remove encroachments at the Mall, but it is not an easy task as some are very old, for which the records are missing</li> <li>• Absence of Master plan</li> </ul>

**Table 1:** Data conceptualization

At this stage, the data was synthesized to develop the relationships between spatial and intangible aspects of heritage and tourism. The emphasis was made that no data that informed the study was left out, and the diverse aspects of the examined phenomena are duly reflected. Subsequently the findings are extracted from the table and narrated in the following section.

## 7. Findings

Post-independence, the Indians entirely took over the town (specifically the town-center), transforming it to conform to their needs and desires and, later on, for the tourists. What followed was the capitalist atmosphere and industrialization that eventually led to the privatization of economic activities in the town. Furthermore, centralized development fuelled the migration towards such urban centers, providing new economic and cultural enticements to the amalgamated populations (Rawat, 2002). Such practices over the decades have also resulted in major disregard and negligence of the traditional British colonial-built environment. The aesthetics that once echoed the rich cultural legacy of the British have now been transformed to give a perplexed appearance to the town. Such altered character is courtesy of the coexistence of a handful of British-era buildings in the intact state, several in dilapidated condition, and the majority replaced by the contemporary structures that appear out of place in the hill topographical setting.

To identify the issues and the causes of this incompatible transformation of the spatial and intangible aspects, the stakeholders were made a part of this study to highlight the diverse aspects of the phenomena. This method also aided in bringing out the concurrences and conflicts in perceptions within all the groups.



### **7.1 Tourists' perceptions**

Analyzing the responses of the tourists accentuates the issue that owing to the unawareness and limited knowledge of British established institutions, they barely visit the heritage buildings in and around the town center except for a few prime landmarks such as the Library and Christ Church. However, most of the tourists expressed their dislike towards current multi-story building trends and chaotic aesthetics on the streets. Their responses unanimously lamented the busy lifestyle as a reason for shortened recreational trips, mainly over the weekends, making it difficult for them to considerably engage in social or cross-cultural dialogues with other groups of visitors and locals. In addition, the removal and repurposing of British-era buildings and spaces that earlier encouraged cultural and social gatherings leave them with no choice but to hang out in the cafes. Many tourists assert that the congestion, vehicular traffic, and dirty streets, which were once dedicated purely to pedestrian and non-motorized traffic, spoil their strolling experience.

### **7.2 Business owners' perceptions**

On the other hand, the business owners emphasize that the construction activities at the town center are part of the development and imperative to upscale and sustain the business. However, this perception reflects the issue that there has not been any middle ground through stakeholder involvement in the development process. They also highlighted the absence of funding and support from the government for the maintenance and upkeep of the old traditional structures; hence the only option is to demolish or refurbish them in more economical ways, being the cause of incompatible materials and aesthetics. Reaching a mutually beneficial solution where the construction activities can be regulated while encouraging heritage preservation, but parallelly the economy and businesses can also thrive, should be looked upon by the decision-makers.

### **7.3 Experts' perceptions**

Intervention by the government and decision-makers for implementing uniform building bye-laws and financial and policy support for the upkeep of privately owned heritage structures was also stressed during the interviews of business owners and experts. All the interviewed experts testified that encroachments and illegal construction had been done all around, disregarding the traditional materials and techniques that have created a concrete jungle, specifically in the town center. Thus, firmly insisting on regulating the insensitive mass tourism activities in the town to promote sustainable development. They also highlighted the need for implementing heritage conservation guidelines and uniform bylaws to protect heritage. The local historians underline the importance of educating the tourists about Mussoorie's rich colonial heritage through conducting workshops or establishing museums.

### **7.4 Decision makers' perceptions**

Concerning the ongoing mass tourism activities, the Mussoorie Municipal body is perpetually under pressure to provide adequate infrastructure (physical) for the large floating population of tourists and residents, leading to the rupture of the facilities now and then in the town. MMC agrees that the town's holding capacity is not meant to withstand such a large number of tourists at once, leading to overburdening. Experts from MDDA and MMC stated that the absence of a Master plan in Mussoorie is one of the significant reasons for the lack of systematic development and robust decision-making. This leads to all the renovations or new construction in the permitted zone being out of sync with the area's traditional character. The interaction with the experts and decision-makers also highlighted the lack of a robust system that enhances cooperation between decision-making bodies.

## **8. Discussion**

The findings testify that exploring the subjective aspect of tourism and heritage preservation studies is imperative to highlight the conflicts that could lead to potential issues further hindering mutually inclusive development. The qualitative approach to record and analyzing Mussoorie stakeholders' perceptions revealed significant details of the studied phenomenon. Specifics such as their apprehensions about conservation, unawareness of the colonial legacy, and inefficient coordination between governing bodies, amongst others, were highlighted that otherwise could have been missed in the scientific (quantitative) approach. Involving the stakeholders in the research process instilled in them a sense of empowerment, subsequently providing a way for a mutually beneficial development process in the tourist-centric historical town.

During the interview process, the stakeholders were also thoroughly educated about the topics, thus making them aware of important issues related to British colonial heritage and tourism in Mussoorie. Moreover, the in-depth interviews increased the trust value and made them vary of their shared responsibility in decision-making. On questioned, many respondents from all the stakeholder groups expressed their likeliness to inclusion in decision-making through various means such as interviews, forms (manual and online), meetings, workshops, etc.

The takeaway from the interviews regarding the British colonial heritage in Mussoorie signifies the risk to the future of traditions in the new evolving urban fabric, which calls for an immediate action plan for the tourist-centric colonial hill town of Mussoorie. The town has been facing the consequences of insensitive tourism, causing jeopardy to its cultural heritage. As discussed in the literature discourse, conserving heritage and passing it on to future generations largely depends on society. Hence the sustenance of Mussoorie's colonial heritage also looks forward to the collaborative approaches and more platforms that can initiate their participation, subsequently minimizing the conflicts that majorly arise because of their varied administrative boundaries.

Pertaining to the workforce and time limitations, the rationale for this research is established by including four sets of stakeholders: tourists, business owners (hotel, restaurant, and retail), experts, and decision-makers. However, to present a comprehensive understanding of the phenomena and legible implementation of the findings in heritage and tourism development plans, all the stakeholders who can affect or are affected by the tourism activities in the colonial hill town of Mussoorie should be involved.

This research could be taken ahead in the future by involving the remaining stakeholders in the interview process. The new dimensions of the in-depth interview methodology, such as participatory workshops, public discussions, focus groups, and collaborative engagement of different stakeholder groups, could also be explored as per the research objective/s. Specifically for Mussoorie, it could also provide a stepping stone to the research methodologies and practical implications involving stakeholders, as the town does not have any heritage conservation policy or master plans as yet.

## 9. Conclusion

The current study attempted to present a methodological approach for including stakeholders by making them conscious of their responsibilities towards the heritage and tourism management development process in Mussoorie. It is witnessed from the noise of data and the visual understanding of the site that Mussoorie indeed has gone through considerable social and spatial transformations that have imposed a detrimental impact on its traditional authentic character. The study also highlighted the various organizational and administrative issues as well as varied perceptions within the different stakeholders' groups of the British colonial town.

The synthesis of the interview data reinforces the argument that conflicts between different stakeholders are inevitable. It could, however, be reduced to an extent by implementing a robust development plan that encourages stakeholder involvement in decision-making. The study also testifies that the bottom-up approach is reflective of communities' interests and can bring out the concurrences and conflicts in their perceptions. Through the interviews, stakeholders were also educated about the ongoing issues, which revoked their interest in the participation process and provided them the platform for voicing opinions and apprehensions. The current study can open a niche for such in-depth qualitative studies in other colonial hill towns as well that are experiencing the same issues.

In the context of the stakeholder collaboration approach, the research findings may have several implications for heritage management in British colonial hill towns. It can guide the process of bottom-up (reflective of stakeholders' opinions and interests) development process in similar places struggling with unregulated tourism practices and ignorance of colonial heritage. In the theoretical research domain, the present study can expand the arena of the inductive qualitative approach in the field of heritage and collaborative planning. Subsequently, providing a way toward a common ground where heritage tourism and conservation can become harmoniously beneficial for all.

## Acknowledgements

We are immensely grateful to the people of Mussoorie and the tourists for their cooperation and active participation in the interview process without which the research work would not have been a success. We also thank Ms. Surbhi Agarwal, Founder and Director of Mussoorie Heritage Center, for her support.

This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

## Conflict of Interests

The authors declare no conflict of interest.

## References

- Aas, C., Ladkin, A., & Fletcher, J. (2005). Stakeholder Collaboration and Heritage Management. *Annals of Tourism Research*, 28–48. <https://doi.org/10.1016/j.annals.2004.04.005>
- Açıkgöz, E. (2019). Keeping the Pulse of Heritage Awareness in Ankara: Two Historic Sites, Two Interventions. *Journal Of Contemporary Urban Affairs*, 63– 72. <https://doi.org/10.25034/ijcua.2018.4702>

- Alasuutari, P. (2010). The rise and relevance of qualitative research. *International Journal of Social Research Methodology*, 139–155. <https://doi.org/10.1080/13645570902966056>
- Amoako, G., Obuobisa-Darko, T., & Marfo, S. (2022). Stakeholder role in tourism sustainability: the case of Kwame Nkrumah Mausoleum and centre for art and culture in Ghana. *International Hospitality Review*, 25-44. <https://doi.org/10.1108/IHR-09-2020-0057>
- ANI. (1998, May 1). Mussoorie fast becoming a concrete jungle. ANI.
- Amen, M. A. (2021). The Assessment of Cities Physical Complexity through Urban Energy Consumption. *Civil Engineering and Architecture*, 9(7), 2517–2527. <https://doi.org/10.13189/cea.2021.090735>
- Aziz Amen, M. (2022). The effects of buildings' physical characteristics on urban network centrality. *Ain Shams Engineering Journal*, 13(6), 101765. <https://doi.org/10.1016/j.asej.2022.101765>
- Amen, M. A., Afara, A., & Nia, H. A. (2023). Exploring the Link between Street Layout Centrality and Walkability for Sustainable Tourism in Historical Urban Areas. *Urban Science*, 7(2), 67. <https://doi.org/10.3390/urbansci7020067>
- Amen, M. A., & Nia, H. A. (2020). The Effect of Centrality Values in Urban Gentrification Development: A Case Study of Erbil City. *Civil Engineering and Architecture*, 8(5), 916–928. <https://doi.org/10.13189/cea.2020.080519>
- Aziz Amen, M., & Nia, H. A. (2018). The dichotomy of society and urban space configuration in producing the semiotic structure of the modernism urban fabric. *Semiotica*, 2018(222), 203–223. <https://doi.org/10.1515/sem-2016-0141>
- Amen, M. A., & Kuzovic, D. (2018). The effect of the binary space and social interaction in creating an actual context of understanding the traditional urban space. *Journal of Contemporary Urban Affairs*, 2(2), 71–77. <https://doi.org/10.25034/ijcua.2018.3672>
- Amen, M. A., & Nia, H. A. (2021). The Effect of Cognitive Semiotics on The Interpretation of Urban Space Configuration. <https://doi.org/doi:10.38027/iccaua2021227n9>
- Aziz Amen, M. (2017). The inspiration of Bauhaus principles on the modern housing in Cyprus. *Journal of Contemporary Urban Affairs*, 1(2), 21–32. <https://doi.org/10.25034/ijcua.2017.3645>
- Bartunek, J., & Seo, M.-G. (2002). Qualitative Research Can Add New Meanings to Quantitative Research. *Journal of Organizational Behavior*, 237-242. <https://doi.org/10.1002/job.132>
- Beierle, T. (1998). Public Participation in Environmental Decisions: An Evaluation Framework Using Social Goals. *Discussion Papers 10497, Resources for the Future*.
- Beierle, T., & Konisky, D. (2000). Values, Conflict, and Trust in Participatory Environmental Planning. *Journal of Policy Analysis and Management*, 587-602. [https://doi.org/10.1002/1520-6688\(200023\)19:4<587::AID-PAM4>3.0.CO;2-Q](https://doi.org/10.1002/1520-6688(200023)19:4<587::AID-PAM4>3.0.CO;2-Q)
- Bodycot, F. (1907). *Guide to Mussoorie with Notes on Adjacent Districts and Routes into the Interior*. Mussoorie: Mafasilite Printing Works.
- Bond, R., & Saili, G. (2000). *Mussoorie and Landour: Days of Wiine and Roses*. Roli Books.
- Boniface, P. (1998). Tourism culture. *Annals of Tourism Research*, 746–749.
- Boyd, S., & Timothy, D. (2001). Developing partnerships: Tools for interpretation and management of world heritage sites. *Tourism Recreation Research*, 47 – 53. <https://doi.org/10.1080/02508281.2001.11081176>
- Byrd, E. (2007). Stakeholders in Sustainable Tourism Development and their Roles: Applying Stakeholder Theory to Sustainable Tourism Development. *Tourism Review*, 6-13. <https://doi.org/10.1108/16605370780000309>
- Carmin, J., Darnall, N., & Mil-homens, J. (2003). Stakeholder Involvement in the Design of U.S. Voluntary Environmental Programs: Does Sponsorship Matter? *Policy Studies Journal*, 527-543. <https://doi.org/10.1111/1541-0072.00041>
- Census of India. (2011). *District Census Handbook, Dehradun*. Directorate of Census Operations, Uttarakhand.
- Daniel, Y. (1996). Tourism dance performances authenticity and creativity. *Annals of Tourism Research*, 780-797.
- Davies, P. (1985). *Splendours of the Raj: British architecture in India, 1660-1947*. London: John Murray Ltd.
- Duignan, M., Pappalepore, I., Smith, A., & Ivanescu, Y. (2021). Tourists' experiences of mega-event cities: Rio's olympic 'double bubbles'. *Annals of Leisure Research*. <https://doi.org/10.1080/11745398.2021.1880945>
- Fiorino, D. (1990). Citizen Participation and Environmental Risk: A Survey of Institutional Mechanisms. *Science, Technology, & Human Values*, 226-243.
- Freeman, R. (1984). *Strategic management : a stakeholder approach*. Boston: Pitman.
- Goeldner, C., & Ritchie, J. (2005). *Tourism: Principles, Practices, Philosophies*. Hoboken, NJ: John Wiley & Sons.
- Goetz, J., & Lecompte, M. (2009). Ethnographic Research and the Problem of Data Reduction. *Anthropology & Education Quarterly*, 51-70. <https://doi.org/10.1525/aeq.1981.12.1.05x1283i>
- Guaita, O. (1999). *On Distant Shores: Colonial Houses Around the World*. Monacelli Press.

- Gunn, C., & Var, T. (2003). *Tourism Planning: Basics, Concepts, Cases (4th ed)*. New York: Taylor and Francis.
- Hall, C. (2008). *Tourism Planning: Policies, Processes and Relationships*. London: Pearson Education.
- Hawthorne, R. (1890). *The Beacon's Guide to Mussoorie*. Mussoorie: Beacon Press.
- Healey, P. (1998). Collaborative planning in a stakeholder society. *Town Planning Review*, 1-21.
- Jankauskaitė-Jurevičienė, L., & Mlinkauskienė, A. (2021). Community Participation in Decision Making Processes in Urban Planning: The Case of Kaunas. *Journal of Contemporary Urban Affairs*, 197– 208. <https://doi.org/10.25034/ijcua.2021.v5n2-3>
- Kanwar, P. (1990). *Imperial Simla : The Political Culture of the Raj*. Delhi: Oxford University Press.
- Kennedy, D. (1996). *The Magic Mountains: Hill Stations and the British Raj*. Berkeley: University of California Press.
- Kenny, J. (1995). Climate, Race, and Imperial Authority: The Symbolic Landscape of the British Hill Station in India. *Annals of the Association of American Geographers*, 694-714.
- Madan, S., & Rawat, L. (2000). The impacts of tourism on the environment of Mussoorie, Garhwal Himalaya, India. *The Environmentalist*, 249-255. <https://doi.org/10.1023/A:1006760015997>
- Madrigal, J. (2021). Heritage Preservation as Strategy for Recomposing Conflict Territories. *Journal of Contemporary Urban Affairs*, 252– 264. <https://doi.org/10.25034/ijcua.2021.v5n2-8>
- McKercher, B., & Du Cros, H. (2002). *Cultural tourism: the partnership between tourism and cultural heritage management*. New York: Haworth.
- McKercher, B., Ho, P., & du Cros, H. (2005). Relationship between tourism and cultural heritage management: Evidence from Hong Kong. *Tourism Management*, 539–548. <https://doi.org/10.1016/j.tourman.2004.02.018>
- Miedema, V., & Miedema, S. S. (2014). *Mussoorie and Landour: Footprints of the Past*. Rupa Publications India.
- Minnaert, L. (2020). Stakeholder stories: Exploring social tourism networks. *Annals of Tourism Research*. <https://doi.org/10.1016/j.annals.2020.102979>
- Mitchell, N. (1972). The Indian Hill-Station: Kodaikanal. *University of Chicago, Department of Geography*.
- Mitchell, W. (2002). Imperial Landscape. In W. Mitchell, *Landscape and Power* (pp. 5-34). Chicago and London: The University of Chicago Press.
- Morris, J. (1973). *Heaven's Command: An Imperial Progress*. London: Penguin.
- Munasinghe, H. (2022). Proclaiming Colonial Urban Heritage: Towards an Inclusive Heritage-interpretation for Colombo's Past. *Journal of Contemporary Urban Affairs*, 1-12. <https://doi.org/10.25034/ijcua.2022.v6n1-1>
- Musavengane, R., Tantoh, H., & Simatele, D. (2019). A Comparative Analysis of Collaborative Environmental Management of Natural Resources in Sub-Saharan Africa: A Study of Cameroon and South Africa. *Journal of Asian and African Studies*, 512-532. <https://doi.org/10.1177/0021909618825276>
- Nia, H., Atun, R., & Rahbarianyazd, R. (2017). Perception Based Method for Measuring the Aesthetic Quality of the Urban Environment. *Open House International*, 11-19. <https://doi.org/10.1108/OHI-02-2017-B0003>
- Nolan, M., & Nolan, S. (1992). Religious sites as tourism attractions in Europe. *Annals of Tourism Research*, 68–78.
- Northam, J. (1884). *Guide to Masuri: Landaur, Dehra Dun and the Hills North of Dehra*. Bath: Reprint by Pagoda Tree Press in 2007.
- Ramachandran, H., & Ramachandran, N. (2001). *Carrying capacity of Mussoorie*. New Delhi: For Supreme Court Monitoring Committee, Dehradun by Concept Pub. Co.
- Rawat, R. (2002). Governance and Citizen Intervention in Urban Planning Processes of Dehradun, India. *Urban Planning Processes*.
- Reed, M. G. (1999). Collaborative Tourism Planning as Adaptive Experiments in Emergent Tourism Settings. *Journal of Sustainable Tourism, Volume 7*, 331-355.
- Riemer, F. (2012). Ethnographic Research. In S. D. Lapan, M. T. Quartaroli, & F. J. Riemer, *Qualitative Research: An Introduction to Methods and Designs* (pp. 163-188). San Francisco: Wiley.
- Roosmalen, P. v. (2003). Changing views on colonial heritage. R. van Oers, S. Haraguchi (eds.), *Identification and Documentation of Modern Heritage. World Heritage Papers no 5, UNESCO* (pp. 122-129). Paris: UNESCO.
- Sacareau, I. (2007). Himalayan hill stations from the British Raj to Indian tourism . *European Bulletin of Himalayan Research*, 30-45.
- Said, E. W. (1979). *Orientalism*. New York: Vintage Books.
- Sengupta, T. (2019). Indian Subcontinent, 1750–1947. In *Sir Banister Fletcher's Global History of Architecture* (pp. 672-718). London: Bloomsbury.
- Sharma, A., & Sharma, S. (2017). Heritage tourism in India: a stakeholder's perspective. *Tourism and Travelling*, 20-33. [http://dx.doi.org/10.21511/tt.1\(1\).2017.03](http://dx.doi.org/10.21511/tt.1(1).2017.03)
- Simons, M. (1996). Protection of heritage sites—Simons actions. In G. P. (Ed.), *Tourism and hospitality research: Australian and international perspectives* (pp. 519–534). Bureau of Tourism Research, Canberra.

- Simrell King, C., Feltey, K., & Susel, B. (1998). The Question of Participation: Toward Authentic Public Participation in Public Administration. *Public Administration Review*, 317-326.
- Stamp, G. (1981). British architecture in India 1857-1947. *Journal of the Royal Society of Arts*, 357-379.
- Steelman, T. (2001). Elite and participatory policymaking: finding balance in a case of national forest planning. *Policy Studies Journal*, 71-89. <https://doi.org/10.1111/j.1541-0072.2001.tb02075.x>
- Sutrisna, M. (2009). Research Methodology in Doctoral Research: Understanding the Meaning of Conducting Qualitative Research. *Working Paper, In: Ross, A. (Ed.), proceedings of the Association of Researchers in Construction Management (ARCOM) Doctoral Workshop*, (pp. 48-57). Liverpool, UK.
- Sutrisna, M., & Barrett, P. (2007). Applying rich picture diagrams to model case studies of construction projects. *Engineering Construction & Architectural Management*, 164-179. <https://doi.org/10.1108/09699980710731281>
- Throsby, D. (2017). Culturally sustainable development: theoretical concept or practical policy instrument? *International Journal of Cultural Policy*, 133-147. <https://doi.org/10.1080/10286632.2017.1280788>
- Timothy, D. J. (1999a). Built heritage, tourism and conservation in developing countries: Challenges and opportunities. *Journal of Tourism*, 5-17.
- Timothy, D. J. (1999b). Participatory planning: A view of tourism in Indonesia. *Annals of Tourism Research*, 371-391.
- Timothy, D. J., & Boyd, S. W. (2003). *Heritage tourism*. Harlow, England: Pearson.
- Timothy, D., & Boyd, S. (2006). Heritage Tourism in the 21st Century: Valued Traditions and New Perspectives. *Journal of Heritage Tourism*, 1-16. <https://doi.org/10.1080/17438730608668462>
- Tribe, J., & Xiao, H. (2011). Developments in tourism social science. *Annals of Tourism Research*, 7-26. <https://doi.org/10.1016/j.annals.2010.11.012>
- UNEP, U. (2005). *Making Tourism More Sustainable: A Guide for Policy Makers*. World Tourism Organization Publications, Paris.
- Urry, J. (1990). *The Tourist Gaze*. London: SAGE Publications.
- Walle, A. (1997). Quantitative versus qualitative tourism research. *Annals of Tourism Research*, 524-536.

### Sample annexure 1

Data annotation:

<b>Tourists</b>		
<b>Interview Question</b>	<b>Keywords</b>	<b>Highlights</b>
How often do you visit the Mussoorie/Mall, and what is the usual duration of your stay?	<ol style="list-style-type: none"> <li>1. Once a year, 2-3 days</li> <li>2. Twice a year, 2-3 days</li> <li>3. 3-4 times a year, two days</li> <li>4. Once in 4-5 years, 2-3 days</li> <li>5. Visiting for the first time, three days</li> </ol>	The Duration of stay has significantly reduced. People usually stay for an average of 2-3 days instead of month/s earlier. Mussoorie is more of a weekend getaway now, especially for the people of nearby metro cities in the plains.
Can you state any events or people, or incidents that are significant to this place?	<ol style="list-style-type: none"> <li>1. British shops</li> <li>2. Indian Royals</li> <li>3. Cantonment</li> <li>4. British Hill Station</li> <li>5. Boarding schools</li> <li>6. Indians to serve the British</li> </ol>	Limited knowledge of British colonial past. Only a few have knowledge about the British established institutions and their socio-spatial significance Tourists majorly know Mussoorie on a surface level and that it is a colonial hill station with European shops in the British era
<b>Business owners</b>		
<b>Interview Question</b>	<b>Keywords</b>	<b>Highlights</b>
What is your take on the current construction practices and the trend of modern multi-story buildings in the town center?	<ol style="list-style-type: none"> <li>1. Construction is a part of development</li> <li>2. Mussoorie is facing overburdening</li> <li>3. MDDA and local authorities give permits for the construction</li> <li>4. Construction is necessary to improve the business</li> </ol>	A significant number of business owners stress the need for construction activities to cope with the growing competition and that development is a dynamic process. Capitalism is one of the reasons for this mindset. However, some agree that hill stations cannot withhold this rigorous level of construction and that it needs to be regulated.

Any suggestions that you think should be implemented to prepare heritage preservation and management plans for the Mall?	<ol style="list-style-type: none"> <li>1. Not required</li> <li>2. Government should intervene and take responsibility</li> <li>3. Uniform building bye-laws</li> <li>4. Funding from the government</li> <li>5. Heritage awareness programs</li> </ol>	A range of perceptions was received on this question. A considerable number of respondents assert that heritage conservation is not required here and that it may impact their business negatively. At the same time, some express the need for measures by the central government, which also include financial assistance to the building owners to maintain their heritage properties. Implementation of uniform building bye-laws and heritage preservation awareness programs are also proposed by few
--	---	---

**Author details:**

1. **1<sup>st</sup> author:** Ph.D. Candidate. Samiksha Chaudhary  
 Research scholar, Department of Architecture and Planning, Indian Institute of Technology, Roorkee, India, 247667  
 ORCID: <https://orcid.org/0000-0002-2034-2601>  
 Email: samiksha1605@gmail.com, schaudhary@ar.iitr.ac.in  
 Phone number: +91 8285086976
  
2. **Co-author and corresponding author:** Dr. Ram Sateesh Pasupuleti  
 Assistant Professor, Department of Architecture and Planning, Indian Institute of Technology, Roorkee, India, 247667  
 ORCID: <https://orcid.org/0000-0002-0817-2558>  
 Email: ram.pasupuleti@ar.iitr.ac.in  
 Phone number: +91 8085280264