Portuguese built heritage in West Bengal: heritage tourism towards promoting academic and cultural relations between India and Portugal

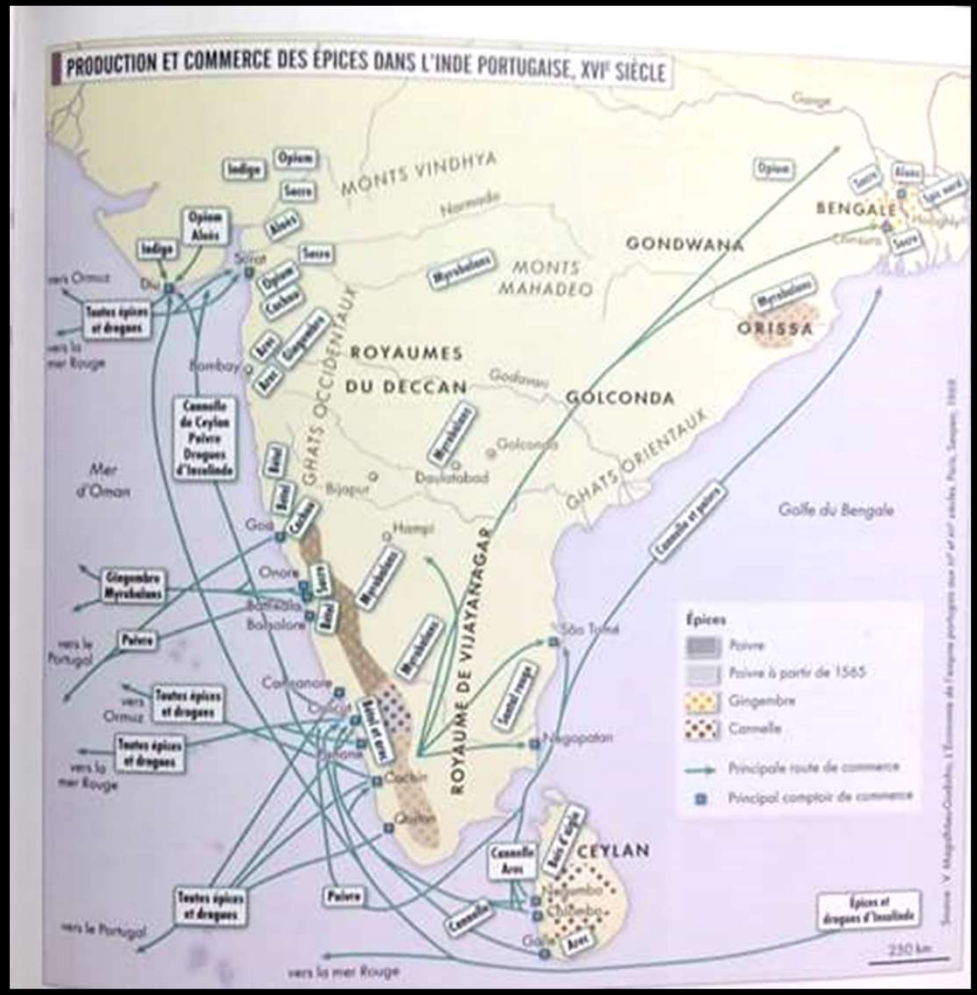
Mahua Chakraborty
Department of Museology,
University of Calcutta
mchakrabarti20@gmail.com
91-9830237162

Line of discussion

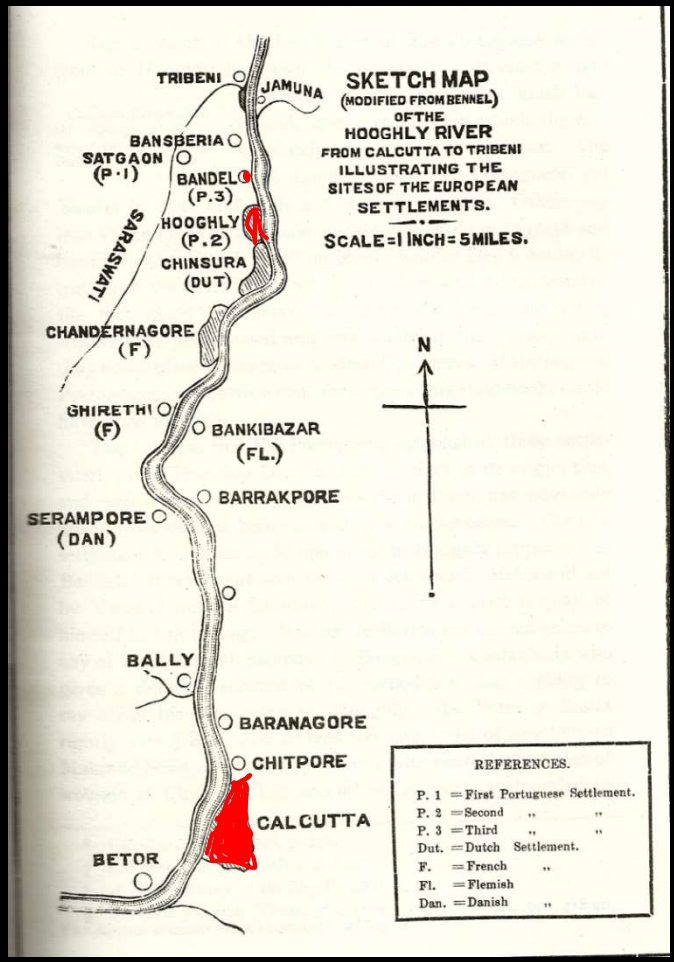
1. Overview
2. Analysis
3. Objectives
4. Strategies
5. Implementation

The sea route (Age of Discovery, 15th Century)

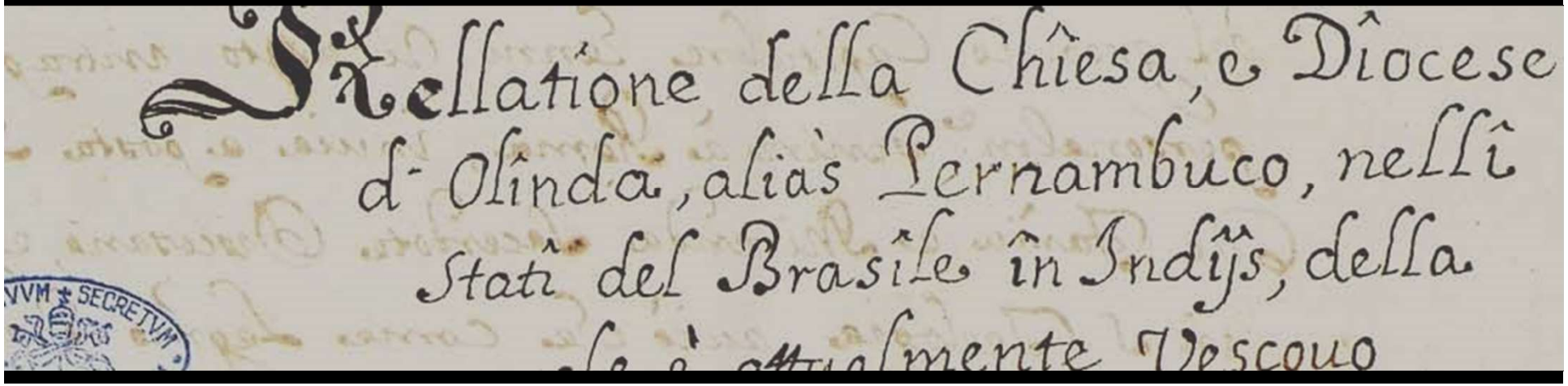
Portuguese settlements in India



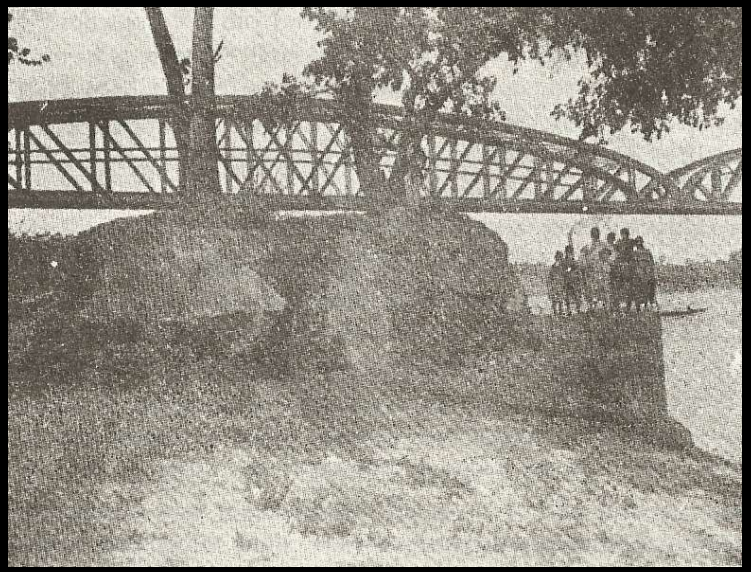
European settlements around the Hooghly river, West Bengal



Portuguese built heritage of West Bengal



Ruins of the supposed Portuguese fort in Hooghly



The Basilica of the Holy Rosary, Bandel, 1599

Church of Santa Madre de Deus (Holy Mother of God), Srirampur, Hooghly, 1783

Our Lady of the Rosary, Portuguese Street, Kolkata, 1797

Interior views

Church of Our Lady of Dolours (Nossa Senhora de Dores), Boitakhana, Kolkata, 1809

St. Patrick's Church, Dum Dum, Kolkata, 1822

Church of the Sacred Heart of Jesus, Dharamtala Street, Kolkata, 1834

Old view - Church of the Sacred Heart of Jesus, Kolkata

Firingi Kalibari, Kolkata

Memorial dedicated to an unknown Portuguese lady, Kulpi, District South 24-Parganas

Contd….

Contd..

Chingrikhali Fort, Diamond Harbour

Contd…

Contd…

Abandoned Lighthouses, Kulpi, Diamond Harbour (left: Engineberia, right: Kalitala)

Heritage tourism towards promoting academic and cultural relations between India and Portugal

SWOT analysis of Heritage Tourism in West Bengal

Strengths	Opportunities
1. Many historical monuments with scenic beauty 2. Efficient transport facility	1. Increased privatization 2. Medical tourism 3. Go-green initiative 4. World-class hotels and airport
Weakness	**Threats**
1. Lack of adequate infrastructure 2. Safety and security of foreign tourists 3. Misconception about India by foreign tourists 4. Lack of maintenance of monuments 5. Knowledge of English by minority of local people 6. Distance from major city area	1. Vandalism 2. Better promotion by other states/countries 3. Economic slowdown 4. Inclination of Gen-Y towards social media

Objective

Promoting academic and cultural relations between India and Portugal

Tool

Heritage tourism

Strategies for heritage tourism

SWAGAT – Hospitality

Facilitation on arrival

Memorable experience

SOOCHNA – Information

Marketing and promotion

Information dissemination

SUVIDHA – Facilitation

Accommodation and stay

Amenities and conveniences

SURAKSHA – Security / protection

Tourist safety

Environment management

SAHYYOG – Cooperation

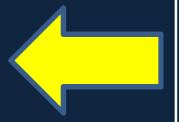
Coordination

Quality control and assurance

SANRACHNA – Infrastructure

Tourism product development

Core and linkage infrastructure



POLICY
PLANNING
INITIATIVES
RESULTS

Implementation

1. Who? i.e. Collaborators (Department of Museology, University of Calcutta & ISCAP, Porto)
2. What? i.e. academic and cultural relations between India and Portugal
3. Where? (*in India or Portugal*)
4. Why?
5. How?

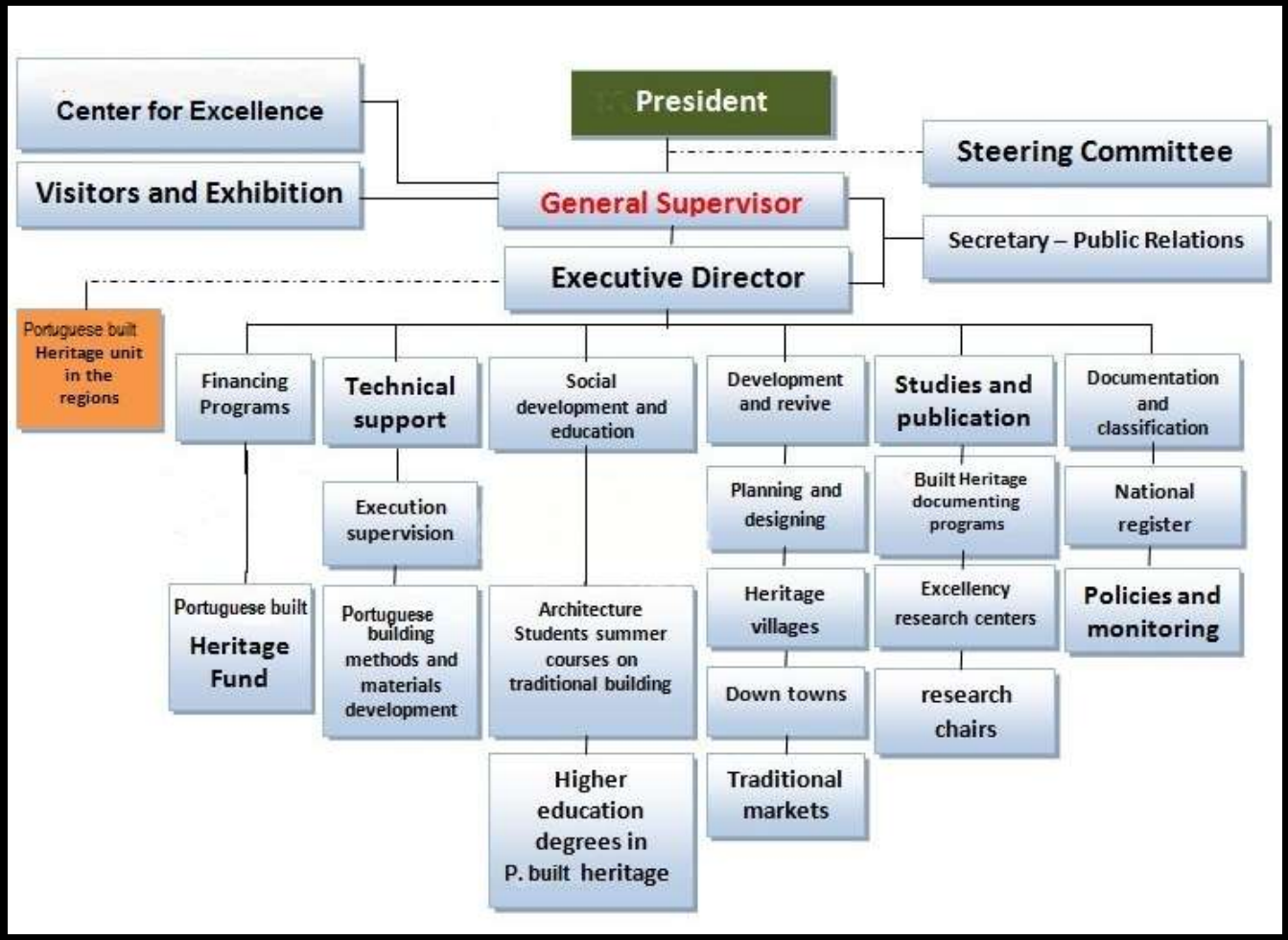
Why collaboration needed?

- To identify trends and specific areas of mutual interest – Primarily academic and secondly economic
- To stop decay and preserve the heritage resources for posterity
- Accurate interpretation of resources
- Authentic visitor experiences
- Support the economy

Collaboration will be in forms of –

- Exploratory visits to Portuguese built heritage sites in West Bengal.
- Promote exchange and dissemination of information and scientific opportunities through joint workshops, seminars and symposia, etc.
- Exchange of museologists, researchers and technocrats through fellowship
- Extending avenues for training in specialized areas of R & D
- Establishing joint ‘Centers of Excellence’ in advanced areas of R&D in India or Portugal and networking among those.

Organization of collaboration programme (proposed)



Thanks!