

The Importance of Community Participation in Sustainable Tourism and Heritage Management at Mohenjo Daro

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ABSTRACT

UNESCO has designated Mohenjo Daro as a World Heritage Site; yet, the site is now confronted with a multitude of issues that endanger its preservation and integrity. Inadequate conservation efforts, urbanization, a lack of resources, tourism that is not sustainable, poor management, and environmental deterioration are some of the factors that contribute to these problems. An all-encompassing strategy that incorporates community participation, environmentally responsible tourism, efficient administration, and international collaboration is required in order to solve these concerns. A community advisory board, the participation of local communities in educational programs, the creation of job opportunities, the promotion of responsible tourism, the implementation of environmentally friendly transportation, and the promotion of cultural sensitivity are all included in this. In addition, it is essential to put in place waste management systems, strengthen site security measures, and perform routine inspections. National and regional governments, international organizations, non-governmental organizations (NGOs), and field experts need to work together on historical protection projects. By suggesting that sustainable tourism is necessary to mitigate these negative consequences, this thesis makes a contribution to the continuing discussion that is taking place concerning the link between preservation of heritage and sustainable tourism.

Keywords: Mohenjo Daro, Heritage Conservation, Community Participation, Sustainable Tourism, Efficient Management, International Cooperation

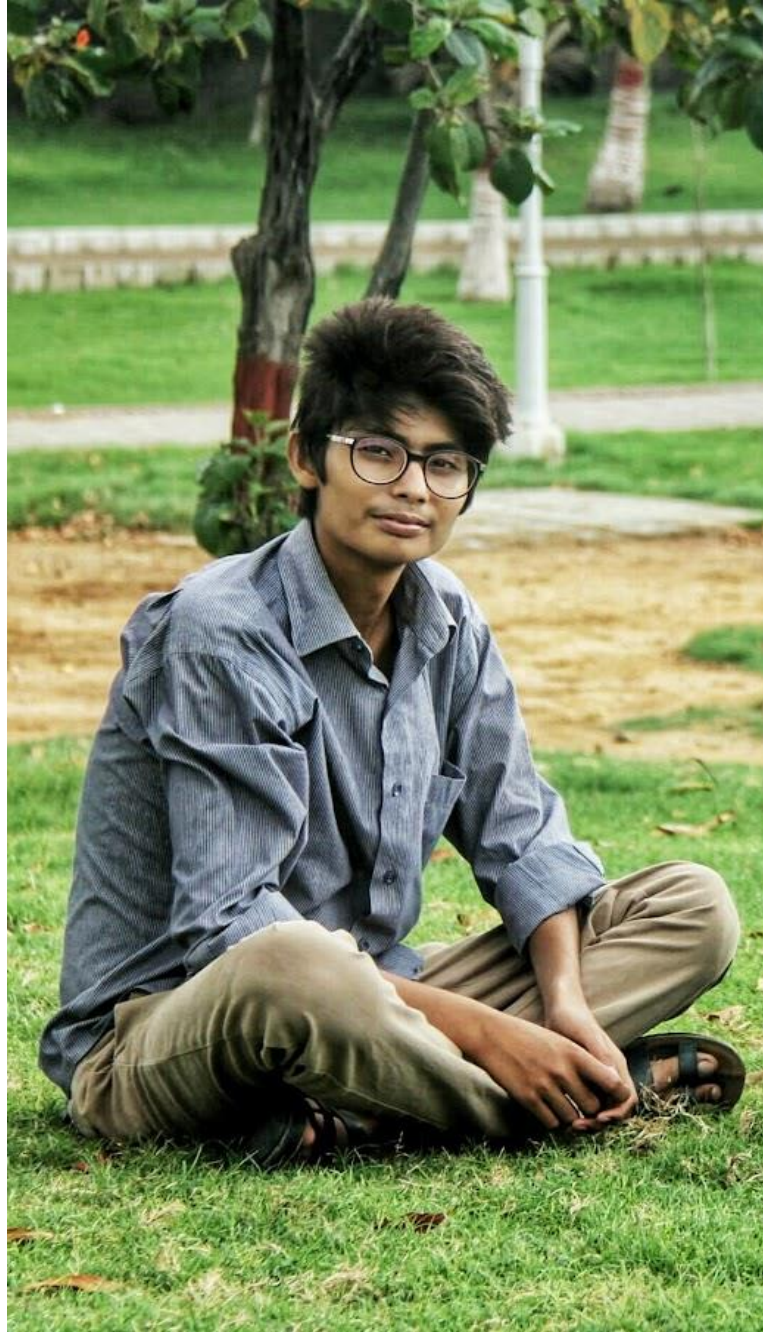
ÖZ

UNESCO, Mohenjo Daro'yu Dünya Mirası Alanı olarak belirledi; ancak site şu anda korunmasını ve bütünlüğünü tehlikeye atan çok sayıda sorunla karşı karşıya. Yetersiz koruma çabaları, kentleşme, kaynak eksikliği, sürdürülebilir olmayan turizm, kötü yönetim ve çevresel bozulma bu sorunlara katkıda bulunan faktörlerden bazılarıdır. Bu endişeleri çözmek için topluluk katılımını, çevreye duyarlı turizmi, etkin yönetimi ve uluslararası işbirliğini içeren her şeyi kapsayan bir stratejiye ihtiyaç vardır. Bir topluluk danışma kurulu, yerel toplulukların eğitim programlarına katılımı, iş fırsatlarının yaratılması, sorumlu turizmin teşvik edilmesi, çevre dostu ulaşımın uygulanması ve kültürel duyarlılığın teşvik edilmesi bunların hepsidir. Ayrıca atık yönetim sistemlerinin uygulamaya konulması, saha güvenlik önlemlerinin güçlendirilmesi ve rutin denetimlerin yapılması da büyük önem taşıyor. Ulusal ve bölgesel hükümetlerin, uluslararası kuruluşların, sivil toplum kuruluşlarının (STK'lar) ve saha uzmanlarının tarihi koruma projeleri üzerinde birlikte çalışması gerekir. Bu tez, bu olumsuz sonuçları hafifletmek için sürdürülebilir turizmin gerekli olduğunu öne sürerek, mirasın korunması ile sürdürülebilir turizm arasındaki bağlantıya ilişkin devam eden tartışmalara katkıda bulunmaktadır.

Anahtar Kelimeler: Mohenjo Daro, Mirasın Korunması, Toplumsal Katılım, Sürdürülebilir Turizm, Etkili Yönetim, Uluslararası İşbirliği

DEDICATION

To My Nephew



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Chapter 1

INTRODUCTION

On a global scale, the tourism industry, characterized by its dynamic and transformative nature, assumes a pivotal role in facilitating economic growth and fostering cultural exchange (Sharpley, 2020). The concept of sustainable tourism has emerged as a fundamental guiding principle amidst the intricate challenges of the 21st century (Thompson, Gillen, & Friess, 2018). This conceptual framework espouses the promotion of responsible travel practices that not only enhance the overall experience of the traveler but also guarantee the safeguarding of cultural heritage, conservation of the environment, and empowerment of local communities (Roxas, Rivera, & Gutierrez, 2020).

Within the context of Pakistan, a nation abundant in historical riches and cultural diversity, the immense potential for ecologically conscious tourism is undeniably significant. Mohenjo Daro, an ancient city located in present-day Pakistan, stands as a remarkable testament among the numerous archaeological marvels that grace the vast expanse of our historical landscape (Agarwal, 2013). The site serves as a testament to the existence of the ancient Indus Valley civilization, evoking profound intrigue among scholars, tourists, and indigenous inhabitants alike (Frenez & Vidale, 2012). The UNESCO World Heritage Site Mohenjo Daro was fortuitously unearthed in the year 1922, thereby providing an invaluable glimpse into the profound depths of a once-thriving civilization that thrived over five millennia ago (Mosher, 2017). The analysis

of the site provides exceptional perspectives on the urban design, social systems, and artistic achievements prevalent during the specified era (Green, 2018).

Three thousand years ago, in the Indus Valley, a civilization known as the Indus Valley Civilization thrived. This civilization is the fourth major global civilization after China, Mesopotamia, and Egypt. Very little is known about it at this time, but the massive settlement of Mohenjo-Daro has managed to endure. Mohenjo Daro, an archaeological site of paramount significance, holds a distinguished position within the annals of human history. Its origins can be traced back to the Indus Valley Civilization, a remarkable cultural epoch spanning from 3300 to 1300 BCE. The ancient city of Mohenjo Daro, renowned for its profound historical significance, presently finds itself confronted with numerous challenges that demand prompt resolution to solidify its status as a sustainable tourist destination (Bhatti, 2019). Mohenjo Daro is a fascinating archeological site on Pakistan's calm Indus River. In the 1920s and 1930s, British archaeologists found the site. This ancient metropolis shows the Indus Valley civilization's aesthetic sensibility and creative ability, which formed a visual language that still fascinates historians and art lovers. The culture had advanced urban planning, spectacular architecture, and exquisite art (Rahat, Saleem, Afzal, & Yousaf, 2022).

It has important cultural significance. This remarkable landmark, officially recognized by UNESCO as a World Heritage Site, fascinates visitors from all over the world with its rich history and charming surroundings. With its great importance, it also raises valid concerns about sustainability and community involvement. Tourism has both positive and negative effects on Mohenjo Daro. On the one hand, it generates much-needed revenue and helps raise awareness of the site's importance. On the other hand,

it is important to recognize that this situation may have negative effects, such as harming the preservation of archaeological remains, worsening overcrowding, and possibly undermining the authenticity of the site.

Mohenjo Daro is a site that stimulates so much debate and conjecture, it attracts people from all over the globe. Many people in the community depend on the tourism industry for their livelihood. Unfortunately, these people often face a lack of adequate pay and comprehensive employment benefits. In this study, I will analyze in detail sustainable tourism and community involvement in relation to the famous Mohenjo Daro site. In this study, we will explore the various challenges faced by the Mohenjo Daro site and its local community.

1.1 Problem Statement

Without a well-planned strategy for provisioning, it is impossible to sustain oneself for many days while visiting Mohenjo Daro, and getting there is no picnic. There has to be another independent voice, even if it's critical, since there are so few authoritative publications accessible and so few visits from qualified observers. Alipour, Malazizi, and Razaporagdam (2018) highlight the importance of sustainability in cultural assets and tourism development. Regarding Mohenjo Daro, a historical archaeological site of Pakistan, Baloch et al. (2023) emphasize the threat presented by the expansion of the tourism sector to the preservation of ecological elements and ancient artefacts. The increase in tourist numbers, due to profit-driven motives, presents a significant threat to the long-term viability of the site and inhibits the possibility of achieving sustainable economic benefits through responsible tourism efforts.

To meet the needs of stakeholders, including community members and tourists, it is important to balance economic feasibility with conservation objectives. Understanding the interrelationship of economic, environmental and cultural elements is critical to implementing sustainable tourism strategies. Active community participation is essential to ensure the sustainable prosperity of sustainable tourism and effective management of Mohenjo Daro. According to Choo & Jamal (2009), an effective and sustainable strategy should involve the participation of local people as both patrons and recipients of tourism projects. This collaborative approach aims to strike a balanced and mutually beneficial arrangement between achieving economic benefits and protecting cultural resources, enabling the tourism sector to drive constructive change without jeopardizing sustainability.

1.2 Thesis Purpose and Objectives

The main objective of this study is to thoroughly examine different challenges and opportunities associated with adopting sustainable tourism practices at the historical site of Mohenjo Daro. By incorporating the insights of diverse groups such as local communities, government agencies, and international organizations such as UNESCO, this study aims to explore the complexities and nuances involved in the conservation of this ancient site. Furthermore, it aims to investigate how we can effectively harness the potential of responsible and economically sustainable tourism while ensuring site conservation.

- 1) Exploring Opportunities for Sustainable Tourism Practices:** I will investigate the various practices and partnerships that could greatly contribute to the sustainable conservation and growth of the site.

- 2) **Assessing the Current State of Tourism at Mohenjo Daro:** I would like to gain a deeper understanding of the present conditions and practices that are shaping the tourism landscape at the site.
- 3) **Determining the Challenges Faced by Stakeholders:** I will be examining the various obstacles that hinder the attainment of sustainable tourism development in Mohenjo Daro.
- 4) **Making Recommendations for Policy and Practice:** I aim to offer practical and actionable insights to both local and international stakeholders, helping them effectively navigate the intricate balance between the tourism and conservation sectors.

1.3 Methodology and Data Analysis

This research study adopts a qualitative research methodology, as it explores the intricate narratives and viewpoints of significant stakeholders engaged in the sustainable tourism landscape of Mohenjo Daro. The principal approach employed for data collection entails conducting face-to-face interviews, thereby facilitating a comprehensive comprehension of the multifaceted aspects entailed. The participants, meticulously chosen to encompass a wide range of interests, comprise individuals from the local community, government officials, representatives from non-governmental organizations, service providers, esteemed academicians, officials from UNESCO, tourists, and experts in the field. The presence of diverse elements within the scope of sustainable tourism facilitates an all-encompassing examination of its intricate and multifaceted aspects.

1.4 Organization of the Study

Chapter 1: Initially, it begins with a short history of tourism and Mohenjo Daro, social, economic, and environmental issues of Mohenjo Daro. What are the problem

statements and the purpose of this study, and which methodology and what type of data is used for organizing and analyzing.

Chapter 2: As the title identify, what are the issues in community participation and heritage management: An overview of those subjects, about the history of sustainable tourism practices in different heritage sites, what are preservation challenges exist, how managements have solved them, and the roles of different stakeholders, and the impact of heritage tourism on cultural preservation. A Comparative Analysis with Global Archaeological Sites. Global Archaeological Tourism Trends.

Chapter 3: Allocated to the methodology, information about data collection and the procedure that was followed by the author, analysis and findings of author.

Chapter 4: This chapter offers discussion, theoretical & practical implications, future research recommendations, and contribution

Chapter 5: Finally, chapter 5 offers a concluding remarks of this thesis.

Chapter 2

LITERATURE REVIEW

2.1 Sustainability in Tourism

The current state of the global tourism industry is characterized by a notable expansion, positioning itself as a pivotal catalyst for economic advancement in various countries (Sun, Qing, Shah, & Solangi, 2023). The exponential expansion of mass tourism has elicited considerable concerns regarding its impact on the environment, culture, and economy (Taiminen, 2018). The harmonious coexistence between tourism promotion and the implementation of sustainable practices holds great importance in the context of historical sites (Imon, 2017).

Weaver, Moyle & McLennan (2022) emphasize the concept of sustainable tourism, which places a high importance on minimizing the negative environmental impacts associated with tourist activities. The exploration of environmental challenges has been a complex endeavor, requiring innovative solutions (Sun et al., 2023). However, the scholarly community, exemplified by Buckley's (2012) notable contributions, has offered intriguing proposals to address these concerns. The discourse revolves around enhancing the aesthetic appeal of the surroundings and cultivating resilient plant species capable of withstanding high salinity levels.

The potential consequences of tour buses on archaeological sites have raised concerns among scholars and experts in the field (Hristić, Stefanović, & Milijić, 2020). The

concerns revolve around the potential deterioration of the atmosphere at popular locations, the possibility of excessive damage to the premises, and the strategies employed to maintain order and control (Chemeli, Njoroge, & Agufana, 2021).

In their seminal work, Jin, Min, & Pan (2021) assert that the exploration and excavation of ancient sites have the potential to significantly stimulate the local economy. The influx of financial resources generated by tourists has the potential to significantly transform and uplift the local community (Kunjuraman, Hussin, & Aziz, 2022). Literature examines the archaeological sites of Pompeii and Herculaneum in Italy. These two ancient Roman cities were tragically buried under volcanic ash and debris during the catastrophic eruption of Mount Vesuvius in 79 AD (Migoñ & Pijet-Migoñ, 2019). The subsequent preservation of these cities provides a unique and invaluable glimpse into the daily lives, culture, and architecture of the Roman civilization. Pompeii, located near modern-day Naples, has been generating substantial profits (Marra, 2011). The perception of cash flow generated by tourism is generally regarded as a positive aspect for local economies (Jeyacheya & Hampton, 2020). However, concerns arise regarding the potential detrimental effects of excessive commercialization on the destination's integrity (Newsome, 2021).

2.2 Cultural Preservation and Heritage Tourism

More than 40% of all foreign tourists are drawn to cultural sites, according to the UNWTO (2018). To preserve cultural heritage and attract tourists, historical places must be properly maintained (Loulanski & Loulanski, 2011). The classification of UNESCO World Heritage sites acknowledges and protects cultural and historical treasures (Caust & Vecco, 2017). World Heritage properties are popular destinations for tourists. - Participants in the tourism industry can fulfill their

obligations under the Convention to "present" or communicate world heritage properties to the public, raise money for conservation efforts, and reap economic and social benefits through sustainable use (UNWTO, 2013).

According to Smith (2017), local communities' active engagement in conservation programs promotes sustainable tourism. Reeves and Long (2011) claim that local people are profoundly influenced by a heritage site's history. Heritage Tourism requires a tricky balance between economic advantages and preserving a heritage site's history (Watson, 2020). Nyurenberger, Latysheva, and Shlegel (2021) stress the necessity of long-term sustainability and profitability of sustainable and socially responsible tourist activities. The conflict between tourist marketing, economic sustainability, and cultural authenticity has interested scholars (Machado et al., 2018). The tensions outlined by Brunet et al. (2001) show how these variables interact and make equilibrium difficult. Sustainable tourism discussions worldwide have focused on cultural preservation and heritage tourism (Park, 2017).

Tourism helps preserve Indigenous languages, tales, music, art, dance, hunting tactics, ceremonies, and traditions. Developing cultural heritage products for tourism may bring various socio-economic prospects for communities, but self-management of Indigenous cultural products and identity can be difficult (Ruhanen & Whitford, 2021). The emergence of sustainable development in cultural heritage preservation has emphasized a comprehensive approach (Oppio & Dell'Ovo, 2021). Heritage tourism is important, according to Peng, Yang, Fu, and Huan (2023). Due to the growing number of tourists visiting historical places, Nkwanyana (2012) emphasizes the necessity of balancing tourism and preservation. Park (2013) examines the nuanced and multidimensional character of heritage tourism, which has received popularity due

to the recognition of heritage sites. Tourism may boost development and income, according to Chang (2011). However, there is increasing worry that focusing too much on tourism may lead to resource exploitation and long-term sustainability. The complex relationship between tourism and sustainability has made heritage sites' preservation a hot topic (Tritto, 2020).

Historical tourism's impacts on cultural heritage are recognized globally, according to Ruhanen and Whitford (2021). Skublewska-Paszowska, Milosz, Powroznik, and Lukasik (2022) highlight the need for utilizing diverse techniques at different places to gather insights and preserve cultural sites authentically. Ho (2022) argues that different historic sites worldwide need new techniques and coordinated efforts to take care of heritage tourism and preservation concerns. Cultural tourism may harm the environment and society. Thus, existing resources may be destroyed or lost, the people may become apathetic to heritage, and economic advantages may be lost (Nasser, 2003).

Cultural preservation in historical tourism has concerned many stakeholders (Lin et al., 2021). Tourism stakeholders must collaborate to achieve sustainable results (Roxas, Rivera, & Gutierrez, 2020). The importance of collaborative efforts in managing sustainable tourism to cultural heritage sites was highlighted by Bogacz-Wojtanowska, Góral, and Bugdol (2019). It has been stressed that local communities, government institutions, and international organizations like UNESCO should work together (Ostrem & Hvenegaard, 2020). Martín-Martín, Prados-Castillo, Jimenez Aguilera, & Porrás Gonzalez (2023) stress the need for teamwork in efficiently overseeing historical tourism and heritage sites in their recent research.

2.3 Role of Stakeholders

Local communities, regional governments, and non-governmental organizations (NGOs) are among the many stakeholders that have an effect on and care for cultural sites. Everyone involved in a project has the potential to have an impact, either favorable or harmful (Khan, 2020). Local communities need resources to engage and contribute in economic and social domains (Dawson et al., 2021). Rudan (2023) emphasizes the importance of the involvement of national and local governments in managing cultural sites. The author argues the importance of government bodies in preserving and protecting heritage sites for future generations. NGOs provide specialized knowledge, advocacy, and funding to preserve heritage sites, according to De Cesar (2020). As stated by Kennedy and Dornan (2009), NGO initiatives are fundamental for cultural and heritage preservation. They help in assisting historical sites by raising awareness and providing financial support. Sustainable tourism practices increase when NGOs work with other stakeholders involved (Ngo, Lohmann, & Hales, 2018). According to Wondirad, Tolkach, and King (2020), sustainable tourism efforts need cooperation. Crosman (2013) identified the benefits of collaborations, his research highlights the role of NGOs in heritage preservation by identifying the benefits of cooperation.

According to Farmaki's (2020), governments should prioritize sustainable tourism regulatory frameworks. Mihalic (2016) emphasizes the need of promoting environmentally and socially responsible tourism rules and concepts. Brinkerhoff and Brinkerhoff (2011) noted that public-private cooperation can balance economic concerns with heritage preservation. Collaborations have successfully restored archeological sites, preserved historical significance, and managed heritage and

cultural assets, according to Helmer et al. (2020). Deladem et al. (2021) show that government, local, and service provider partnerships can balance sustainable tourism goals.

Marin-Pantelescu, Tăchiciu, Căpușneanu, and Topor (2019) point out the business sector's importance in tourist quality and sustainability. This industry includes tour operators, hotels, and transportation services. These entities are important for tourist experience and sustainability. These stakeholders have to balance economic goals with cultural assets' safeguarding (Li, Lau & Su, 2020). Cannas, Argiolas, and Cabiddu (2019) highlight the need for uniting all involved stakeholders and promoting sustainable tourism practices. Tourism advantages must be shared equally, therefore collaborative decision-making is of the utmost importance (Shah et al., 2023). Rijal (2023) claims that various stakeholders in the decision-making process guarantee fairness and neutrality in tourism-related perks.

Sefi et al. (2019) examine the complex relationships between heritage tourism and heritage preservation. Stakeholders have various viewpoints and duties, making this interaction challenging, according to their study. According to Jamal and Stronza (2009), global historical site problems need cooperation and a shared commitment to sustainability. Chirikure and Pwiti (2008) highlight heritage conservation cooperation's benefits. Collaborations strengthen social responsibility and a comprehensive heritage management strategy, they say. Jamal and Stronza (2009) emphasize the need of teamwork and shared commitment to cultural and historical preservation. Scholars agree that accessibility and infrastructure determine a destination's tourism potential. Lee et al. (2010) highlight the necessity of strong infrastructure and improved access for tourism.

International organizations, especially UNESCO, must constantly protect World Heritage sites for future generations (Labadi et al., 2021). Roxas, Rivera, and Gutierrez (2020) highlight government-community-international organization partnerships. The writers argue the necessity of teamwork and the interaction between entities is important to good governance and sustainable development of heritage sites, according to their research collaboration is necessary to maintain the cultural treasures. Gillespie (2010) stresses the importance of involvement from local community members in creating tourist narratives, at heritage sites like the famous Cambodian site Angkor Wat. Heritage sites reflect the values of the local community according to Aitchison, MacLeod, Macleod, & Shaw (2014). Tourism industry participation by community members affects tourist experience and destination conservation. Selman (2004) contends that the local community must be involved in decision-making to balance economic rewards and cultural preservation. Simpson's (2001) research emphasizes the need of recognizing and regulating individual viewpoints in community engagement, economic independence, and tourism sustainability.

Within the World Heritage site, where the socio-economic well-being is already high due to tourism, there has been an increase in stakeholder expectations for future development and a reinforcement of stakeholder indirect involvement in decision-making (Della Lucia & Franch, 2020). Integrated management of historic sites may be achieved at the destination level via the development of indicators based on a multi-dimensional approach that incorporates visitors, local communities, and other stakeholders (Vinodan & Meera, 2022). When it comes to heritage management, the idea of stakeholders is starting to make a big splash. Everyone from people to

communities to companies to institutions to the environment itself may be considered a stakeholder, according to popular belief (Khan, 2020).

2.4 Global Archeological Tourism Trends

Over the last two decades, archaeology has achieved remarkable strides. This is shown by the exponential growth of specialized literature across the board in the field of archaeology (Marín-Buzón, et al., 2021). Archaeological tourism is a potentially profitable kind of heritage tourism, this kind of tourism has great potential for the long-term growth of local and regional tourist economies (Zolotovskiy, 2023). Literature examines the impact of environmental conditions on the deterioration of archeological sites. The focus is on comprehending the impacts of weathering and erosion. De Bruycker and Girault (2018) emphasize the significant threat of the depreciation of archeological ruins. This matter has important implications for archaeologists and environmentalists alike since it presents a potential danger. Weathering is a well-recognized and extensively researched natural phenomena that occurs over time. The gradual degradation of archeological sites is a well-known occurrence.

Over time, a variety of factors contribute to the deterioration of these ruins. Steiger et al., (2011), examine the influence of natural weathering on the structural integrity of artifacts. These factors show how temperature fluctuations, freeze-thaw cycles, and erosive effects may lead to the appearance of cracks, fractures, and surface degradation. These processes threaten the integrity of historical places. According to Basu et al. (2020), the worsening of this problem is attributed to activities linked to the tourist sector. Global engagement in archaeological tourism has grown. The Pyramids of Giza in Egypt, Machu Picchu in Peru, and Petra in Jordan attract millions of tourists

each year. De Bruycker and Girault (2018), Fagan (2006), Thomas and Langlitz (2019), and Payntar (2022) have seen this involvement increase. Zhang (2021) states that tourism has increased due to a rising interest in history and culture.

Many archaeological sites provide concerns that need a full knowledge and efficient management approach (Ross & Saxena, 2019). Heritage and archeological tourism could boost the economy and promote culture, according to Girard and Nijkamp (2009). However, they worry about the preservation of these sites due to rising tourism and weak visitor management. Leung et al. (2018) emphasize the continuous effort to balance accessibility for everyone with site protection. The tricky equilibrium makes regulating tourists and conserving the site difficult. Kiper (2013) addressed the need to balance tourist participation with environmental protection.

Leung et al. (2018) suggest using efficient visitor management technologies at archeological sites to enhance visitors' experiences and reduce tourism's negative effects. Goh (2020) examined visitor experience management approaches uniquely. Guided tours, visitation quotas, and specific routes were his findings. Aloudat (2021) discovered that guided tours increase knowledge about a site. Visitation limitations minimize congestion and maintain control. Kiper (2013) stresses the significance of balancing tourism's negative affects with visitors' meaningful and joyful experiences. The observation suggests the necessity to manage tourism's effects while serving visitors' needs. This method lets places resolve potential problems while offering visitors a pleasant experience. This research examines ways to mitigate tourism's negative effects on heritage sites while promoting visitor satisfaction.

Pacifico and Vogel (2012) examine global archaeological site problems across cultures and borders. The archaeological tourism needs sustainable management to preserve the sites' authenticity and historical importance. Archaeologists must address these issues to safeguard cultural treasures and manage tourism, according to Soderland and Lilley (2018). Al-Belushi's (2023) study highlights sustainable management techniques. Archaeological tourism and heritage preservation need proactive initiatives. Many people's futures and identities are touched by historic sites. The worldwide recognition of a distinctive historical site makes it a desirable tourist destination, generating fame and wealth (Beretić et al., 2021).

2.5 Strategic Planning for Heritage Sites

Heritage sites may boost tourism and define a nation. However, climate change, natural hazards, and human-induced risks are causing more catastrophic situations, making cultural heritage conservation and management difficult globally (Bosher et al., 2020). Strategic planning is crucial to sustainable heritage tourism management (Castellani & Sala, 2010). According to Richards (2007), a place must balance tourist interest with cultural authenticity. Job et al. (2020) discuss global heritage site management problems. Tourism's many consequences need a systematic strategy to solve these issues. Planning initiatives need the participation of local communities, government agencies, NGOs, and international organizations like UNESCO (Kontogeorgopoulos et al., 2014). Selman (2004) states that good results need collaboration between stakeholders. Bolis et al. (2017) highlight the need of diverse participation in decision-making. According to Roodbari and Olya (2024), decision-makers may improve their goals by examining diverse views. This method clarifies complicated situations.

Dharmayanti et al. (2023) and Hu & Hsu (2010) emphasize the value of varied perspectives in decision-making. Recent research promotes the importance of sustainable tourism, which emphasizes archeological preservation, community participation, and responsible tourist behaviour (Cheng et al., 2019). Khairi and Darmawan (2021) found that accessibility and infrastructure greatly affect a destination's image. According to Leask (2010) tourists' satisfaction requires reliable facilities and sustained accessibility, research investigates the benefits of having proper facilities at Stonehenge in the UK and the Acropolis in Greece. The infrastructure of these venues is analyzed to discover crucial insights that might improve the visiting experience. Achmad and Yulianah (2022) advocate combining specialized models to improve planning and sustainability. Their guidance promotes sustainability and resource protection for future generations. Settembre-Blundo et al. (2021) suggest businesses and governments could benefit from merging models. They claim that doing so improves decision-making and solves sustainability issues. Rodriguez et al. (2020) made a significant addition to the literature. Their study reveals the actual use of these models and their potential influence on long-term sustainability.

Farmaki (2020) notes the difficulty of adopting comprehensive planning plans with limited funds. This study examines many financing approaches to meet financial concerns. Alaali et al. (2021) emphasize three initiatives that garner substantial scholarly attention: creative funding options, public-private sector cooperation, and grant use. The goal of their study is to examine financial management solutions. According to Tom Dieck and Jung (2017), heritage tourism planning must be comprehensive. They suggest taking into account each heritage site's specific unique features, including stakeholders, and using new methods. Thus, the authors believe

that heritage tourism may be developed and sustained by smart planning. To address heritage site concerns, Mintz and Wyse (2015) examined global planning techniques. The complex relationship between tourism and heritage preservation must be managed, according to Guzmán et al. (2017).

UNESCO World Heritage Centre (2007) established its "Strategy for Reducing Risks at World Heritage Properties" to safeguard World Heritage properties from natural disasters and promote heritage in worldwide development agendas. The document highlights the importance of bolstering support for reducing risks at World Heritage properties to promote cultural and natural heritage and its potential for disaster reduction in sustainable development. Boshier et al., (2020) highlight that Due to their fragility, ageing materials, limited critical infrastructure, and urban density, heritage sites are more vulnerable to natural hazards and human-induced threats than contemporary urban areas, which have a higher response capacity due to stricter/modern building codes, modern "tested" materials, and better emergency service access.

Chapter 3

METHODOLOGY

3.1 Data Collection and Data Analysis

Interpretive phenomenology was used in this qualitative research. Researcher decided this strategy was best for this study since quantitative metrics couldn't fully examine or evaluate the circumstances (Alipour, Rezapouraghdam, & Akhshik, 2021). This study used qualitative research methodologies, notably conducting in-depth interviews, to collect thorough and intricate data ((Rezapouraghdam & Karatepe, 2020). Interview questions with a semi-structured format were developed to comprehensively examine the study topic (Yang, 2012). We used grounded theory, a "general strategy of qualitative data analysis, [which is also] the most prominent of the general approaches to qualitative data analysis," since our study was exploratory in character ((Bryman, 2016). Grounded theory aids theoretical coding, labeling, separating, compiling, and organizing data. This permits theoretical sampling, saturation, and ongoing comparison, directing the researcher to “compare phenomena being coded under a certain category so that a theoretical elaboration of that category can begin to emerge”.

As a local, author knew Mohenjo Daro as a genuine historical site that piqued visitors' interest. We didn't realize we were Mohenjo Daro's direct stakeholders. Given that locals are the key stakeholders, how tourism affects their livelihood. Given the literature's limitations and our native status, we planned qualitative study to address

such issues. Reflexivity was practiced throughout the study process to eliminate biases arising from our worldview and overlapping identities (Bourke, 2014). “Reflexivity involves self-scrutiny on the part of the researcher; a self-conscious awareness of the researcher-other relationship”, according to Bourke (2014). However, we self-critiqued and self-appraised throughout the study process to identify influences (Dowling, 2006).



Figure 1: Me at the Mohenjo Daro ruins

A total of 27 individuals were sought and interviewed. Nine participants were female, while the remaining participants were male. The breakdown of participants is as follows: 5 locals, 6 tourists, 4 NGOs, 3 experts, 3 government officials, and 5 service providers. 1 Representative from UNESCO. Each interview had a duration of 15 to 45 minutes and consisted of twelve interview questions. The interview process lasted for a span of three months, from October to December 2023. The questions were formulated by drawing upon the existing literature that specifically addressed the difficulties within the context of heritage tourism (Carr et al., 2016). The participants,

whose ages spanned from 22 to 60 years old. Approximately 15% of the participants had a secondary school education, while 50% held college diplomas or bachelor's degrees, and the remaining 35% had attained master's or PhD level education. The study used a purposive sampling technique to choose a sample of 27 individuals (Rezapouraghdam & Karatepe, 2020). The responses were intentionally selected to ensure a thorough understanding of the issue.

Purposive sampling was employed to enroll participants who met study goals (Rezapouraghdam, 2013). We assured participants that their audio recordings would be kept private and used solely for research (Berg, 2001). Humble (2009) noted that conventional content analysis categories are created from the study rather than imposed on the data. To fully understand the phenomenon, accurate field notes were taken. The interviewees were asked 12 semi-structured questions. Community interaction is crucial to protecting Mohenjo Daro and promoting sustainable tourism, according to this research. Study purpose determined interview question design.

Included themes in interview questions for data collecting:

- **Conservation and Preservation Concerns**
- **Urban Encroachment and Looting/Stealing of Artifacts**
- **Lack of Resources and Funding**
- **Sustainable Tourism**
- **Community Engagement**
- **Environmental Concerns**
- **Role of UNESCO**
- **Inefficient Management**

Given the exploratory character of this research, we used McCracken (1988), a great guide for extensive interviews. At Pakistan's Mohenjo Daro, community engagement, historical management, and sustainable development were studied in an ecologically unique context. Statutory planning, even with simplified zoning, is essential for managing development distribution and sites. By including the notion of "sustainability" in the study process, we moved beyond physical planning difficulties and explored how authorities solve site and development constraints. Interview questions assessed stakeholders', community, and individual voices in the research region.

This study examines people's subjective perceptions of the topic using qualitative methods. This study uses comprehensive textual explanations to help participants comprehend their thoughts and opinions (Martini & Buda, 2019). Face-to-face interviews were the main data collection method. The technique aimed to thoroughly analyze stakeholder viewpoints (Jafari, Özduran, & Saydam, 2023). The research used prepared interview questions. A systematic method was created to acquire pertinent data during interviews while remaining mobile. The study examined how efficient communication boosts research efficiency. The study prioritized anonymity to provide a peaceful and pleasant interview atmosphere. A well-planned interview schedule went quickly. The study employed a cellphone's voice recorder to capture participants' complete interview replies. The research recorded, typed, and categorized interviews for analysis (Hardy, 2005). Before commencing the analysis, the subsequent measures were undertaken:

1) Method of Line Numbering Every transcript was equipped with a methodical line numbering system to facilitate referencing and organizing. This technique allocated numerical values to every line of the transcript.

2) Physical copies were created to enhance the examination of transcripts (Rezapouraghdam, Behraves, Ari, & Doh, 2018).

The transcripts were methodically organized in this study to streamline analysis. The transcripts were systematically and consistently structured to achieve this goal. The initial discovery of recurring patterns in the transcripts is the primary step in establishing themes (Esfehani, & Walters, 2018).

This study classifies data according to thematic categories. This study investigates the technique employed to establish a coherent narrative structure that links elements in a logical manner. Organizing data groupings by coding enables methodical analysis in this inquiry.

This study employs qualitative methodologies to gather and analyze non-quantitative data, such as textual information and observational data. This study thoroughly investigates community involvement in sustainable tourism through a comprehensive methodology. This study employs a qualitative approach to meticulously analyze textual content for the purpose of gathering data (Lee, 2013). The study employed transcript coding to classify participant responses and identify interview themes. The study employed open coding for analysis. The study involved the dissection, analysis, contrast, conception, and classification of data. The concepts were initially collected and subsequently classified to discern patterns and recurrent topics (Rezapouraghdam, 2013). The interpretation of findings entails a multitude of interconnected processes.

This study employs the concept of "comprehending and being aware of the data," necessitating the examination and evaluation of materials to grasp its subtleties and instructions (Ramirez, 2017).

3.2 Findings

3.2.1 Conservation and Preservation Concerns

The subject of Conservation and Preservation was brought up frequently throughout the interview process. Overall, all the respondents acknowledged that these issues are at the forefront of the problems at Mohenjo Daro site. Respondents were aware that this problem needs a fundamental policy and commitment to overcome. The concerns that were voiced by the stakeholders were mirrored by a member of an NGO. According to one of NGO Representative, *“The maintenance of the site was in a very bad shape, there was no cleaning, ancient walls of ruins were falling apart and tourism was in jeopardy (NGO Representative 1).”* Government officials acknowledged the conservation challenges at Mohenjo Daro and emphasized their commitment to addressing them. According to Director of Mohenjo Daro, *“we started its conservation in November last year and it continued till the last month without any break... Conservation is a very careful process and in this process a conservator, an engineer, and archeologist and a complete team works (Government official 1).”*

Experts highlighted the preservation concerns at Mohenjo Daro. Expert 01 stated that when asked about current preservation efforts, *“To be honest, not very good at the moment... the government should be more involved, currently the state of affairs of Mohenjo Daro is just like a father raise child... Implementing strict conservation and protection measures to prevent further damage and deterioration of the archeological ruins from natural and human factors, such as flood, rain, earthquakes, erosion etc.,*

can be one of the efforts.” Expert 3 emphasized that, “The biggest problem is the modern techniques which are being used at different archeological site all around the world, Mohenjo Daro is deprived of those techniques... To save Mohenjo Daro from rains the government should utilize modern preservation techniques, because I think Mohenjo Daro has a major threat from the rains.”

One of the Local expressed her concerns about the impact of natural disasters, *“Mohenjo Daro itself had been victim of harmful activities for that locals get worried, for example recent floods and hard rainfalls all over Pakistan last year had damaged the site as well, so when stupa was getting harmed locals got worried about it they started thinking for these stupa and ruins of site people come to visit us, and this stupa is the only symbol of Mohenjo Daro, when it will get destroyed and will not remain then who will come to visit us? Our identity will be washed away. They started talking about the preservation of Mohenjo Daro, it must be preserved so we don’t lose our jobs and identity... government should get more recommendations from those archeologists that how to save stupa properly and also taking an example of how other sites have been saved in past and implement those techniques on Mohenjo Daro’s preservation (Local 3).”*

One of the tourists stressed, *“unfortunately the bad luck of Mohenjo Daro, its budget always gets corrupted by management. And Mohenjo Daro doesn’t see any kind of progress towards it’s preservation (Tourist 6).”*

A tour guide at the site highlighted, “The job of conservation, preservation, and protection belongs to our other friends. But... work of conservation happens all the time over the year, even when the experts of UNESCO come. Pre- and post-monsoon

reports get made, as you know, previous years rain and flood harmed the site. After that disaster, UNESCO's Joffrey and Christina visited us and made reports, did mapping of the site, and collected information after meeting with the staff. After the rain was stopped, conservation work started according to those reports (Services provider 3)."

3.2.2 Urban Encroachment and Looting/Stealing of Artifacts

The development of residential and commercial constructions into the protected area surrounding Mohenjo Daro constitutes a direct danger to the integrity of the site and diminishes the archaeological value of the area. As an additional point of interest, the stealing of artifacts from the location has resulted in the loss of significant historical and cultural relics for the entire world. Mohenjo Daro is seeing an alarmingly rapid rate of urban encroachment and looting, according to observations from experts. *"The site faces ongoing threats such as urban encroachment, agricultural activities, and damage from tourism (Expert 2)".* Another expert added, *"There is one more concern that I would like to mention is that the urbanization, and encroachment. People lay hold of the land and sell out around the site which in the past was a part of this archeological site, if this plotting continues then that day is not far away when people will have houses inside the site and in the near future people will be trying sell out the Stupa as well (Expert 3)."*

A number of the locals have voiced their concerns regarding the influence that tourism and development will have on their way of life. One of the Locals stated that, *"when outsiders come and they are from different ethnicities, cultures, traditions etc. Some people are like people who come to loot and exploit tourists, snatchers etc. Not all tourists are same but some of the tourists come with such intentions (Local 4)".*

Expert 3 pointing towards local communities. *“one more concern is that people have used the bricks of Mohenjo Daro for their personal use and built houses from the ancient bricks of Mohenjo Daro, this must be stopped people should not damage the authenticity of site by stealing anything that belongs to site solely.”*

The absence of efficient strategizing and implementation has resulted in the invasion of residential and commercial constructions into the restricted area surrounding Mohenjo Daro. The encroachment directly jeopardizes the integrity of the site and degrades its archeological significance. Furthermore, the stealing of items from the site and other harmful activities has deprived the historical and cultural significance of site. These issues are vital for the advancement of archaeology in formulating efficient solutions (Soderland & Lilley, 2018).

3.2.3 Lack of Resources and Funding

Maintaining the preservation of Mohenjo Daro is a challenging and resource-intensive endeavor that requires a substantial investment of both financial and other resources. The government of Pakistan faces budgetary constraints, and international organizations have provided only a restricted amount of funding for conservation efforts. Due to the insufficient availability of resources, the ability to perform essential protective measures is hindered, and the range of actions related to restoration and preservation is significantly limited. Government officials acknowledged the challenges associated with administering Mohenjo Daro, highlighting limited resources and funding. They emphasized their commitment to seeking effective solutions. *“Government sector as well gets handsome funds. As for challenges they are a lot, and to overcome those challenges government, NGOs, local community are working together (Government official 1)”*.

Experts emphasized the scarcity of resources and financial support as a significant obstacle in the preservation of Mohenjo Daro. One of the Experts stressed: *“we need international cooperation, we can’t do it alone because we don’t have expertise and we don’t have budgeting funds, so we need that... the lack of international cooperation and assistance for carrying out conservation and excavation work at the site, which limits the resources and expertise for preserving the site (Expert 1).”*

The UNESCO Representative stated the organization's dedication to preserving Mohenjo Daro and offered technical and financial support for conservation endeavors. UNESCO Representative responded by saying: *“what we really need at this particular moment is to further develop the capacity of the site custodians, namely the government of Sindh, through the technical cooperation and financial support of the international community, as well as the people in Pakistan.”*

Preserving Mohenjo Daro requires a sophisticated and resource-demanding effort. The Pakistani government is experiencing financial limitations, and international organizations have offered only restricted financing for conservation endeavors. The insufficiency of resources impedes the execution of essential protective measures and restricts the extent of repair and preservation endeavors. literature study investigated several funding mechanisms as viable strategies for alleviating budgetary constraints. The primary emphasis is placed on three fundamental strategies: innovative financing alternatives, collaborations between the public and private sectors, and available grants (Alaali et al., 2021).

3.2.4 Sustainable Tourism

Sustainable tourism is crucial for the conservation of Mohenjo Daro, since it ensures that the preservation of the site and the economic advantages it offers are in perfect

balance. In order to do this, it is necessary to effectively regulate tourism so as to mitigate its adverse impacts on the environment, social cohesion, and the preservation of the site's integrity. At Mohenjo Daro, the locals have voiced their support for tourism methods that are environmentally responsible. *“when too many tourists come they even climb on the stupa and stupa have been harmed severely because of such sort of actions, tourists roam around the well preserved drainage system of Mohenjo Daro which even works today, they should not do everything on their own they must hire a tour guide who can help them visit the site sustainably otherwise they can destroy something and also the artifacts and antiques (Local 4).”*

Officials from the government highlighted the significance of environmentally responsible tourism for Mohenjo Daro and reaffirmed their dedication to promote sustainable tourism practices. *“Ensuring that this growth is sustainable and does not compromise the site's universal value is of utmost importance. To maintain balance, we have made efforts to include the local community in managing and preserving the site... Building a solid connection among various stakeholders is very important for effectively safeguarding the site and encouraging sustainable development (Government official 2).”*

Experts underscored the significance of promoting sustainable tourism. *“they (government) should promote sustainable tourism and increase facilities so that more and more people visit the site, but no they are doing the complete opposite (Expert 3).”*

NGO representatives expressed their success in implementing sustainable tourism practices. *“As an organization, we have established strong partnerships with local tour operators and government agencies to actively advocate for responsible and*

sustainable tourism in the region... we prioritize the implementation of eco-friendly practices and actively engage in collaborations with environmental organizations (NGO representative 2)."

3.2.5 Community Engagement

The involvement of the community is a crucial element in the conservation of Mohenjo Daro since it fosters a feeling of ownership and accountability among the residents of the nearby locality. By including the community in decision-making processes and conservation activities, it is feasible to enhance their comprehension of the site and garner their backing for its preservation. The local community voiced their aspiration for more participation in the preservation of Mohenjo Daro. *"Local people of Mohenjo Daro care deeply about preserving their historical and cultural heritage. This results in a stronger focus on protecting the environment and promoting sustainable development (Local 1)."* Local 2 added, *"government should help them out they should involve more and more local people and provide them with jobs so that they can benefit from it and site can be saved"*

NGO representatives advocated for stronger community engagement in conserving Mohenjo Daro. *"there is a possibility that community engagement may be lacking, leading to a situation where selfishness takes priority over genuine and meaningful involvement (NGO Representative 3)."* NGO representative 2 added, *"The programs and activities implemented are designed to achieve a delicate equilibrium between safeguarding the rich heritage of Mohenjo Daro and capitalizing on its socioeconomic benefits for the local community. Our main objective is to foster responsible tourism and encourage community involvement."*

The government officials highlighted the significance of community involvement in the preservation of Mohenjo Daro and reaffirmed their dedication to promoting the preservation of the cultural site. *“So, when local community involves and take ownership then obviously, we cannot keep them away. Same way for NGOs, in the past there was no involvement from NGOs but now NGOs are also taking interest (Government official 1).”*

3.2.6 Environmental Concerns

The environmental degradation that is occurring in the region surrounding Mohenjo Daro is an urgent problem that is having an impact on the preservation of the site as well as the environment that includes it. Pollution, deforestation, and disruption of natural water systems are all factors that have the potential to adversely damage the physical structure of the site as well as the ecosystem that surrounds it. Experts highlighted the environmental concerns surrounding Mohenjo Daro. *“Overall to keep the environment clean and pleasant, trees can help the local communities get fresh air and also it can help reduce the temperature but for Mohenjo Daro I don’t think it is required because it is an ancient site and can be preserved with modern techniques (Expert 3).”* Expert 1 stressed, *“the erosion of site by river Indus, it threatens it will wash away the ruins entirely, because if you have noticed, Mohenjo Daro is just situated on the banks of river Indus and it’s a big mighty river, and in case of when we are going to have a lot of floods, big floods it can actually wash away the whole site.”*

“The threat from rising water tables and salinity is occasionally reinforced by the erratic behavior of the mighty Indus River through its well-known and ever-shifting course. To provide protection from this threat, it has been proposed to landscape the

site and plant salt-resistant trees and belts around the remains (Government official 1).”

One of the NGO representatives said, *“Our primary objective is to ensure that tourism and development activities surrounding the historic site of Mohenjo Daro do not pose any harm to the environment (NGO representatives 2).”*

3.2.7 Role of UNESCO

Through the provision of technical aid, financial support, and advocacy for the site, the United Nations Educational, Scientific, and Cultural Organization (UNESCO) plays a significant role in the preservation of Mohenjo Daro. When it comes to addressing the conservation difficulties at Mohenjo Daro, the organization's knowledge and broader worldwide reach are extremely valuable contributions. Government officials acknowledged the importance of UNESCO's role in conserving Mohenjo Daro. *“Many NGOs and international organizations have expressed their interest in providing assistance for the area. Participating in various activities benefits local authorities in several ways (Government official 2).”*

The UNESCO representative emphasized the organization's dedication to preserving Mohenjo Daro. UNESCO representative said, *“Following the warning of HJ Plenderleith, the government of Pakistan, UNESCO, and UNDP mobilized support to preserve and promote the site; however, the Mohenjo Daro safeguarding campaign, which started in 1974... Thereafter, the Ministry of Culture, the Department of Archeology and Museums, and UNESCO worked together on a sustainable conservation program... UNESCO, with the help of the Embassy of Norway, prepared a resource kit to inform and engage students through teachers. Mohenjo Daro has been a site of great interest to the national population, with visitors ranging from*

school and university students, local and regional families making small day trips to the site, and foreign tourists... Experts say that nature has preserved these for thousands of years, but we humans have not been able to look after the remains even for a hundred years. The Mohenjo Daro world heritage site poses a very serious question of conservation and protection, and more so about the sustainability of the joint effort of UNESCO and the government of Sindh and Pakistan... Domestic funding mobilization is also very important in this regard, and UNESCO Islamabad is ready to work with our friends to support the process.”

Technical, financial, and site assistance from UNESCO is vital to Mohenjo Daro's preservation. Its guidance and assistance is necessary for efficient preservation initiatives. The Pakistani government and local community of Mohenjo Daro must participate more in UNESCO's initiatives. Successful planning initiatives need the active engagement of many stakeholders, including local communities, government institutions, NGOs, and international organizations like UNESCO (Kontogeorgopoulos et al., 2014).

3.2.8 Inefficient Management

Mohenjo Daro, a World Heritage site, is threatened by poor management system. During the conservation efforts, various stakeholders such as experts, NGOs, locals, tourists, and service providers have raised this problem. The absence of prominent marketing and visitor control procedures at Mohenjo Daro has caused tourists to voice worry. This has resulted in overcrowding, which has the potential to damage the integrity of the site. They urged for more sustainable tourist practices, enhanced interpretation, and improved infrastructure in order to reduce the negative effects that are caused by tourism. *“Management should increase the number of*

facilities... And if management of Mohenjo Daro will be able to provide something new people will get attracted and tourism will increase (Tourist 1).” Tourist 4 stressed, “government should improve the management of Mohenjo Daro... management should be more hospitable towards tourists there should be a government’s proper air conditioning bus service for tourists which operate between Larkana city and Mohenjo Daro.”

Locals have voiced their dissatisfaction with the lack of community involvement in the management of Mohenjo Daro, which they perceive as a top-down approach that does not provide them with the opportunity to voice their worries and opinions. They asked for a management system that is more inclusive and acknowledges their position as guardians of this heritage site. *“government is not promoting tourism actively it’s definitely a disadvantage for the local community (Local 2).”*

To preserve Mohenjo Daro, experts stressed the need for better management. They said unclear criteria and stakeholder coordination led to inadequate conservation initiatives. In addition, they were concerned about the lack of transparency and accountability in site conservation resource management. *“Recent monsoon of 2022 was destructive, it caused floods and a lot of destruction all over Pakistan. So, to save Mohenjo Daro what did management do? They put plastic sheets on the structures to cover it from rain. If we look at it, overall, it is an archeological, historical and cultural site, and it is a part of one of the most ancient civilizations called the Indus valley civilization. In Pakistan, especially in Sindh archeological and historical sites are not being saved the way they deserve... They need maximum attention but unfortunately our government is unable to fulfill these needs (Expert 3).”*

Government officials highlighted the need for stronger institutional frameworks and stakeholder coordination to address inefficient management. They highlighted the government's commitment to management reform and solid conservation strategies.

“because of social media a lot of awareness has come to the surface about heritage... when awareness came the gap or vacuum between locals and management was removed... Before 2011 site was under the management of federal government but after the 18th constitutional amendments when it came under Sindh government situation got better (Government official 1).” Government official 3, *“we strive to include and actively engage the local community and NGOs in the management of the site and the execution of preservation tasks... To ensure effective management and long-term sustainability of Mohenjo Daro, it is important for the government, local communities, and other stakeholders to collaborate in an organized manner.*

Chapter 4

DISCUSSION

This study has provided a comprehensive analysis of the challenges and opportunities associated with the preservation of Mohenjo Daro. Government officials, experts, local community members, tourists, and service providers, NGOs' representatives contributed participation for the study. The findings of the research address sustainability, conservation, and community participation at Mohenjo Daro. This study aims to preserve the Mohenjo Daro UNESCO World Heritage Site, which has significant importance in history, archeology, and culture. The research analyzed its conservation advantages and disadvantages.



Figure 2: Greenery around the Mohenjo Daro site

Studies have shown that heritage site protection requires community engagement, effective management, and international collaboration. Cheng et al. (2019) studied. Community participation makes individuals feel like they own and are accountable for sites like "Mohenjo Daro", the research found. Weaver et al. (2022) concluded in their research that sustainable tourism reduces negative environmental impacts and boosts local economies. Ross & Saxena discovered in 2019 how effective management and clear regulations protect the heritage site against natural emergencies, crimes, and other threats. Ostrem & Hvenegaard's 2020 research concluded that international cooperation offers conservation resources and expertise.

The results of this study reflect the heritage conservation research. Smith (2017) emphasizes local community participation for sustainable tourism and heritage preservation, as discussed throughout the literature. Aitchison et al. (2014) said archeological sites highlight the value of local communities in tourism. The study examines how community involvement in tourism improves tourists' experiences. Additionally, it examines the importance of community engagement in destination conservation.

This study explored community engagement, efficient management, and conservation efforts. This indicates that those individuals who feel a feeling of ownership and connection to a place are more motivated to support heritage preservation and sustainable tourist practices. The findings of this study reveal Mohenjo Daro's villagers' desire to be more engaged in site management. Mohenjo Daro's preservation depends on the local people. The detachment of the local community from decision-making has been linked to prior conservation programs' lack of ownership and involvement. Cheng et al. (2019) stressed the importance of sustainable tourism, which

emphasizes community participation, and responsible tourist behavior. This research emphasizes the necessity of bringing together people to understand culture, identify risks, and encourage sustainable tourism. However, previous studies have shown that local community participation in decision-making processes promotes ownership and active conservation.



Figure 3: King Priest of Mohenjo Daro (one of most significant findings of all time)

Sustainable tourism is an essential component of historical site's preservation. This study advocates strengthening tourism practices and efficient management to preserve the heritage site of Mohenjo Daro. This research covers responsible tourism practices, their impact on the environment of archeological sites, increased cultural awareness, and the fair distribution of responsibilities among stakeholders. Sustainable tourism measures are needed to reduce tourism's negative impacts on Mohenjo Daro and the surrounding environment. Scholars have studied tourist marketing, economic sustainability, and cultural authenticity preservation issues (Machado et al., 2018). Historical tourism can boost a region's economy by funding conservation and attracting foreign currency, according to the research. If not handled responsibly, tourism and conservation at Mohenjo Daro can be in danger. Unsustainable infrastructure, urban expansion, congestion, and rude tourists may destroy the authenticity of the site, antiques, and structure of the site.

The literature review provided insights into how environmental conditions degrade ancient archeological sites. It highlights climate change and erosion of the water table. De Bruycker and Girault (2018) examined the degradation of historical sites is a major issue for archaeologists and conservationists, because It threatens history. This research analyzes how archeological deterioration affects Mohenjo Daro preservation. This study explores how pollution, deforestation, and water system disruption may affect the site's structure.

This study examines how poor management and lack of funds make conservation efforts at Mohenjo Daro difficult. All stakeholders have to work together on a unified strategy. Weak collaboration, community engagement, and finance must be addressed to preserve Mohenjo Daro's heritage and cultural value. The AlBelushi (2023) research

highlights sustainable management techniques. This study reinforces the need for proactive approaches to archaeological tourism and cultural sites' conservation. Progressive measures are needed to overcome archeological tourism's difficulties and preserve heritage.

4.1 Theoretical Implications

This research may extensively affect and add to heritage conservation theoretical frameworks. This study has several heritage conservation implications. Community-based heritage conservation emphasizes community participation in decision-making and management (Roxas et al., 2020). Sustainable tourism supports sustainable development, which balances managerial, social, economic, and environmental objectives (Thompson et al., 2018). This research follows community-based heritage conservation theory. This approach emphasizes local community participation in decision-making and management. Sustainable tourism and sustainable development are linked, suggesting a link. Tourism can combine economic, social, and environmental aims to promote sustainable development (Alipour et al., 2018). In historical sites, efficient management and effective management are examined in this research (Choo & Jamal, 2009). It recommends strong leadership, openness, and accountability are necessary to manage these sites.

4.2 Practical Implications

Mohenjo Daro preservation requires community participation, sustainable tourism, efficient management, and international collaboration. Creating a community advisory board for conservation and management decision-making, including local communities in educational programs and cultural events, and creating tourist and heritage management jobs might help accomplish this aim. Marketing, instructional materials, awareness campaigns, eco-friendly transportation, and cultural sensitivity

may reduce tourism's harmful effects. Long-term preservation requires site security, waste management, and regular inspections. Governments, international organizations, local NGOs, and historical conservation experts must collaborate. International organizations may fund and advise Mohenjo Daro preservation. Sharing information and learning from other historic sites may also help preserve Mohenjo Daro. This research has practical significance for Mohenjo Daro and other cultural sites protection.

4.3 Limitations and Future Directions

The study was conducted in a particular setting, thus the results may not apply to other archeological sites. Additionally, this study comprised qualitative data. Quantitative data is more generalizable than qualitative data. Future studies might use quantitative methods and reproduce the findings to address the limitations. This approach may improve understanding and provide new insights into the phenomena under study. Future studies should focus on a smaller number of subjects to better understand heritage conservation. Creating community management plans might assist local communities in preserving their history. Researchers might additionally investigate sustainable tourism initiatives to strike a balance between tourism and historic site authenticity. Finally, site management systems must be strengthened by enhancing organizational structures and procedures to effectively manage and protect cultural assets. Researchers may get significant heritage preservation insights by focusing on these components. Researchers can protect historical sites for future generations by addressing these issues.

4.4 Contributions

This research study includes several contributions that influence heritage conservation. This thesis examines the many challenges and benefits of preserving Mohenjo Daro.

The study includes government officials, subject experts, NGOs, local communities, tourists, and service providers. This work highlights important theoretical and practical implications for heritage conservation. This study's findings may influence the rules and regulations at Mohenjo Daro and other heritage sites worldwide.

Chapter 5

CONCLUSION

Mohenjo Daro is a prehistoric Indus Valley Civilization that existed about 4,500 years ago. The site deserves recognition, but its preservation and integrity are threatened by several issues. We investigated many difficulties and offered solutions throughout this research. The findings of this study suggest that Mohenjo Daro confronts multiple challenges. These issues include lack of conservation, urban encroachment, artifact vandalism, insufficient resources and financial assistance, unsustainable tourism practices, heritage deterioration, and poor management. Mohenjo Daro's historical and cultural value can be damaged if these problems are not fixed. Preserving Mohenjo Daro requires a comprehensive approach that tackles all of these challenges. This study shows that community participation, responsible tourism, efficient management, and international cooperation are important for site preservation and development.

To promote the feeling of ownership and responsibility for the site's preservation, community engagement is the key. This may be achieved by actively participating in decision-making, training, and organizing community events. Sustainable tourism reduces tourism's negative impacts on the site and its surroundings. For safety, implementing a proper management system can highly influence positive outcomes from tourism and conservation efforts. Different activities at Moheo Daro must follow rules and regulations set by the management. Conservation activities need

international cooperation for expertise, resources, and funds. This requires cooperation between countries, international organizations, NGOs, and worldwide tourism and conservation experts. Mohenjo Daro must be preserved by every stakeholder involved. Together, we can safeguard this magnificent site of Mohenjo Daro for future generations to explore and gain knowledge from.

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