



Street Vending around Heritage Structures: Analysis of Visitor Perceptions

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Abstract

Monuments of historical and heritage importance, archaeological remains and designed landscapes are places of attraction for people for leisure, recreation and tourism. Thus, they also become lucrative places for street vendors to carry out their trade. However, this gives rise to the presence of temporary structures, which become a hub of activities and contribute to the overall experience of visiting a place of heritage importance. This study attempted to analyse the ways in which the presence of street vendors affects the perception of heritage structures for the visitor. Visual perceptions and experiential perceptions of visitors are analysed. Quantitative and qualitative data were collected through semi-structured questionnaires, observation, photography and also interviews with heritage conservation experts. The main findings revealed that, the presence of street vendors affected the visual aesthetics of heritage structure for all visitors, irrespective of their background – domestic, foreign, rural, urban. Presence of street vendors added to the overall cultural experience for foreign visitors whereas for domestic visitors, convenience was the only factor, which added positively to their perception of experience.

Keywords: Heritage structures, street vending, visual perception, experiential perception
