Visitors' Opinion and Preference about Ahsan Manzil, Old Dhaka: An Exploratory Study

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Abstract

Ahsan Manzil, situated on the left bank of the river Buriganga, is one of the most significant heritage sites of Bangladesh. This site is one of the major sources of recreation for the inhabitants of Dhaka, particularly for the dwellers of the congested Old Dhaka. But the conservation of this invaluable heritage site and its management have always failed to receive proper attention of the concerned authorities. The current research mainly focuses on visitors' characteristics and preferences for Ahsan Manzil and people's willingness to pay for the attributes offered by this place. Selected socio-economic variables concerned with the tourists are tested for association with the frequency of visit using chi-square analysis. The priority attributes for visitors in choosing the Ahsan Manzil are analyzed using Analytic Hierarchy Process (AHP). Then some policy suggestions have been made in the study.

Introduction

Ahsan Manzil is one of the most significant heritage sites of Bangladesh (Figure 1). The architectural significance of the palace, situated on the left bank of the river Buriganga, near Wiseghat in Old Dhaka, is invaluable. It was the residence and *Sadar Kachery* (headquarter) of the Nawabs (1717-1880) of Bengal (Banglapedia, 2011). From the middle of the 19th century to the beginning of the Pakistan period for about one hundred years, Muslims of East Bengal got their leadership from this palace. Again, the first use of filtered water and electricity in Dhaka was at Ahsan Manzil through which the establishment of urban Dhaka was launched. Nawab Khwaja Salimullah took some historic decisions here which had significant implications in the partition of Bengal in 1905 (Alamgir, 2010: 4).

Current 4.95 acres total area of Ahsan Manzil consists of a two-storied palace measuring 125.4X 28.75 sq.m. with a huge dome on the top and an open spacious stairway coming down from the southern portico extending on to the bank of the river, a garden surrounding the palace, an office building with a library (limited access to mass people) and a snacks corner (Banglapedia, 2011). The palace has 31 rooms, 23 galleries displaying portraits, furniture, household articles etc. belonging to Nawabs' families. The Ahsan Manzil and its museum are opened for the mass people since 20th September, 1992 under the control of Bangladesh National Museum (Alamgir, 2010: 6).

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This historical site has become very important tourist attraction and source of recreation as well not only to the Dhaka dwellers but also to the citizens of the whole country. But preservation and conservation of this property has always been in a deplorable state due to market driven unplanned development in its surrounding areas, lack of resources, poor law enforcement and sometimes even failure in perceiving the importance of preserving and conserving this particular site. In 2009, the government of Bangladesh has declared 93 historic buildings and four heritage sites including Ahsan Manzil for preservation and conservation considering their values. Ahsan Manzil is one of them. The *Nagar Unnayan Committee* (City Development Committee) of RAJUK has decided that the listed buildings and areas must not be demolished, rebuilt, altered or modified fully or partially without its approval (The Daily Star, 2009).
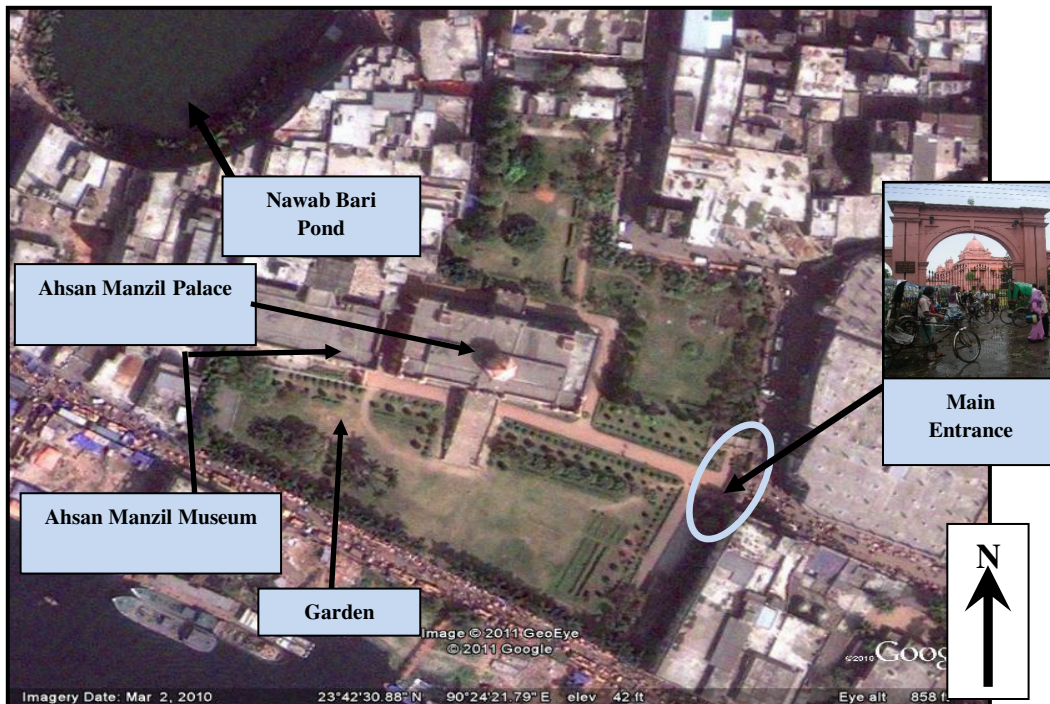
Source: Google Earth, 2011
Fig. 1: Site plan of Ahsan Manzil.

Even though the government of Bangladesh has very good intention and motivation, it is often impoverished with resources to protect, conserve and sustainable use of the sites of historic importance. Every fiscal year, the Government of Bangladesh approves grant for Ahsan Manzil. This grant along with the site's income is mainly used for maintenance and management purposes. But the fund often proves to be insufficient for proper conservation and preservation. Hence strengthening the sources or looking for alternative source of finance for making the authority of this site financially self-sufficient and reducing their dependence on government subsidies or other forms of finance should be explored for Ahsan Manzil, like any general historic sites (Mourato *et al.,* 2004: 1-27). The fundamental factors behind such exploration of funds depends on the characteristics of Ahsan Manzil (eg. its architecture, scenic beauty, cultural value, accessibility etc.), which ultimately determine its value[1] to its users.

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[1] The value consists of direct use value (like recreation), option value (which compares current benefits with

Nowadays, consumer oriented approaches have become popular over traditional supply driven approaches to conduct market research studies on heritage management and preservation. These approaches give a better understanding of demand and ensure strong marketing for the traditional goods the historic sites offer. These also generate awareness and attract new visitors and focus on encouraging repeated and new visits which are essential sources for long-term survival. Inskeep (1991) rightly describes that proper decision making for planning in urban tourist attractions should include all factors, which affect decision making of the visitors and on the basis of this, the best option should be chosen. In the study of Deng and Dyre (2009), Ngamsomsuke *et al.* (2009) and Nekooee *et al.* (2011:122-134) public opinion have been logically reflected in case of historic/heritage sites.

To the best of authors' knowledge there is no such study in Bangladesh which can highlight visitors' choice priority for any site/buildings of historical importance. The current research mainly focuses on visitors' characteristics and preferences for Ahsan Manzil and people's willingness to pay for the attributes offered by this place. Selected socio-economic variables concerned with the tourists are tested for association with the frequency of visit using chi-square. The priority attributes for visitors while choosing the Ahsan Manzil are analyzed using Analytic Hierarchy Process (AHP). The determination of various attributes that affects tourists' choice of this particular site and their willingness to pay can provide useful basis while setting any fees that might be charged for its use. The results of this study may also have important policy implications in deciding appropriate management and development plan for conservation and preservation of historic sites.

Analytic Hierarchy Process (AHP) and Priority Attributes of Tourists

The important thing in attraction-based planning and development is the way in which the criteria such as economic, socio-cultural, infrastructural, environmental, institutional, legal and geographical ones are prioritized (Nekooee *et al.*, 2011:124). Over many multi-criteria assessment methods (*i.e.* Check List of Criteria, Goal Achievement Matrix, Assessment of Resource Cost, Optimization Technique etc.), the Analytic Hierarchy Process (AHP) has the advantages as its application involves in selection of one alternative from a given set of alternatives, putting a set of alternatives in order from most to least desirable and determining the relative importance or weight of one attribute over another. Based on mathematics and psychology, it was developed by Thomas L. Saaty in the 1970s (Wikipedia, nd.). Rather than prescribing a "correct" decision, the AHP helps the decision makers to find the one that best suits their needs and understanding about the problem.

"AHP uses a multi-level hierarchical structure of objectives, criteria, sub-criteria, and alternatives. The pertinent data are derived by using a set of pair-wise comparisons. These comparisons are used to obtain the weights of importance of the decision criteria, and the relative performance measures of the alternatives in terms of each individual decision criterion. If the comparisons are not perfectly consistent, then it provides a mechanism for improving consistency (Triantaphyllou and Mann, 1995: 35-44). AHP adopts the following steps for calculating the priority of each criterion in terms of its contribution to the overall goal.

Step 1: Sums values in each column of pair-wise comparison matrix

Step 2: Divides each element by its column total (gives normalized pair-wise comparison matrix)

Step 3: Computes average of elements in each row (gives estimate of relative priorities of elements being compared)

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future benefits), bequest value (future use value for future generation), existence value (eg. cultural value).

Let us assume that there are four objectives: *a, b, c* and *d*. For these objectives, a pair-wise comparison matrix, *A* is formed, where A_{ij} denotes the relative importance of A_i over A_{ij} on a scale of 1 to 9.

$$A = \begin{bmatrix} 1 & 1/5 & 1/3 & 1/7 \\ 5 & 1 & 3 & 5 \\ 3 & 1/3 & 1 & 3 \\ 7 & 1/5 & 1/3 & 1 \end{bmatrix} = \begin{bmatrix} 1.00 & 0.20 & 0.33 & 0.14 \\ 5.00 & 1.00 & 3.00 & 5.00 \\ 3.00 & 0.33 & 1.00 & 3.00 \\ 7.00 & 0.20 & 0.33 & 1.00 \end{bmatrix}$$

The normalized matrix, A below is computed while each value of *A* is divided by the corresponding column total.

$$\overline{A} = \begin{bmatrix} 0.063 & 0.115 & 0.07 & 0.02 \\ 0.31 & 0.58 & 0.64 & 0.55 \\ 0.19 & 0.19 & 0.21 & 0.33 \\ 0.44 & 0.12 & 0.07 & 0.11 \end{bmatrix}$$

In the next step, the average value of each row is computed, which gives relative weightage of each objective. Thus, for this example, the weights would be:

$W = [0.07 \quad 0.52 \quad 0.23 \quad 0.18]$, by construction, $\sum_{k=1}^{m} W_i = 1$.

Many researchers of different fields use this decision support tool mainly because of its nice mathematical properties and for the fact that the required data are relatively easy to obtain. Some relevant examples to this study context are highlighted in the following paragraphs.

Deng and Dyre (2009) found that among cultural/heritage resources of West Virginia, historic sites were evaluated by visitors as the most attractive, followed by festivals and museums, with weights being 0.507, 0.27, and 0.223, respectively. Whereas a study on three historic sites of Thailand for weighting sustainable tourism indicators by Ngamsomsuke *et al.* (2009) revealed that overall architectural character of any particular location, surroundings and urban design of cultural heritage sites had the highest value equal to 0.188 as well as tourists' attitudes and public awareness issue of possible criminality at the studied sites had the lowest value equal to 0.010. Nekooee and his colleagues (2011: 122-134) noticed that visitors' comfort feeling, site's uniqueness and site's accessibility are the main priority attributes of the tourists of Birjand, a historic city of Iran. Crouch (2007) also conducted a study on the importance and impact of the attributes which shape the competitiveness of tourism destinations using AHP. In this research

AHP has been used to calculate the weights of the selected attributes for Ahsan Manzil to determine which factors compelled the visitors most to visit this historical place.

Methodological Issues

Background Information

At the very onset of the current study, authors have gathered some relevant information about the site through a preliminary visit and interviewing the custodians/caretakers of this site. It is found that Ahsan Manzil remains open from Saturday to Wednesday in April-September from 10.30 am to 5.30 pm, in October-March from 9.30 am to 4.30 pm (also in Friday 3.30 pm - 7.30 pm). It remains closed on Thursday. Nearly 1,200-1,500 people (from home and abroad) visit the site every day. In the weekend (Friday), the usual number of visitors is between 4,000 and 5,000. Each Bangladeshi visitor has to pay only Tk. 2 as entry fee while it is Tk. 50 for a foreigner.

The main income source of the Ahsan Manzil is the entry fee and the rents given by the film makers. In the fiscal year 2008-2009, the Ahsan Manzil earned Tk. 1,570,516 from entry tickets, tender, publication and renting of the snacks corner. The management authority spent Tk. 1,090,759.69 in the sectors of allowance for over timing/hosting and travelling (of the staffs), public works and conservation. The authors are also informed that Ahsan Manzil authority has to deposit the remaining amount to the bank account of the Bangladesh National Museum and for transferring these amounts the palace authority has to spend an amount from its individual income.

The authority received a grant worth Tk. 7,293,792 in the same fiscal year from government of Bangladesh, which was mainly used for salary of its 49 officers and staffs, rent of house; allowance for medical, transport, laundry, snacks, dearness allowance, festival, recreation; income tax, bill of telephone, land tax, municipal tax; bill of water, gas and electricity supply; to buy the instruments, furniture, special exhibition and seminar, salary of security guard and others.

Sampling Method

A total of 150 randomly selected visitors were interviewed during March to May, 2010 by three surveyors. The focus of the study is to analyze the tourists' behavior and it is revealed in earlier studies that higher number of tourists surveyed may lead to more reliable users' choice. However, reluctance of visitors to respond to a questionnaire during their leisure visit has compelled the authors to restrict their sample in 150. The surveyors surveyed one week per month to account the variations of the visitors both on weekdays and weekends. In order to accommodate variation in visits in any particular day, the survey was conducted from 10 a.m. to 5 p.m. Only adult persons (minimum 18 years old) were interviewed with a realization that they may give reliable and thoughtful opinion regarding the study. To avoid the problem of multi-purpose trips, visitors were asked about their sole purpose of visit to Ahsan Manzil. If the purpose of a visitor was for recreation then the person was interviewed otherwise discarded from the survey. The next available visitor was interviewed when a visitor had refused to respond during survey.

### Questionnaire Design and Data Collection

The questionnaire designed for this study includes detailed socio-economic characteristics of the visitors (i.e, age, gender, occupation, education level, individual income, household income and so forth). Features regarding usual frequency of visit to the site, mode of transport, total travel time and travel cost to the site, length of stay at the site, preferred season, day and time to visit the site have also been incorporated in the questionnaire. The visitors were asked about the problems faced by them while visiting the site, their maximum willingness to pay for the existing condition of the site. They have also been requested to suggest some improvements that they want to see in the study site.

The attributes (eg. accessibility, architecture of the buildings, museum quality, scenic beauty and landscape, and cultural value) that usually affect visitation of historical sites have been found out through literature review and pilot survey. The questionnaire captures respondents' priority on such attributes through pair-wise comparison while selecting Ahsan Manzil on a scale of 1 to 9, where 1 represents equal preference and 9 represents extreme preference. Microsoft Excel 2007 has been used to analyze these data using AHP.

The visitors have been offered with a hypothetical improved scenario, which includes better landscape outside the palace, a more organized and rich collection in museum, removing accessibility problem of people through the improvement of the roads toward the palace and tourist bus services, parking facilities, improved toilet facility and an introduction of light and sound show reflecting the cultural value of the site. Based on these improvements, data on visitors' maximum willingness to pay as an entrance fee have also been tried to collect.

Visitors in Ahsan Manzil

This section initially provides a brief description about the visit pattern of respondents in Ahsan Manzil. Later on it highlights how the visit pattern of the visitors is being associated with the different variables. Figure 2 reveals the distribution of visitors according to their usual frequency of visit. About one fourth (24%) of the respondents visits the site monthly. By taking into account the weekly, fortnightly and monthly visit of the respondents it can be said that 40% are regular user of this historic site for recreation. Around 17% of the total visitors have come to visit this heritage site randomly, that means they do not follow any usual pattern while visiting this site. It is noted that no foreign visitors were found during survey period.
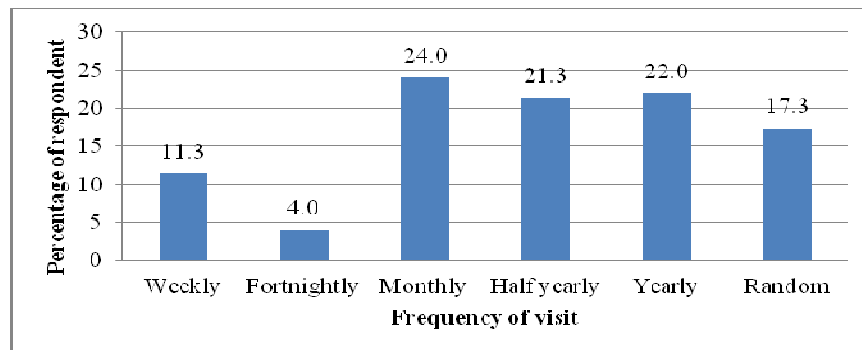
Source: Field survey, 2010

Fig. 2: Distribution of respondents according to their frequency of visit

Quite naturally it is observed that almost half (50.70%) of the respondents prefer weekends to visit this site. 15.50% respondents do not have any particular preference regarding days of the week for visiting here. Among the total respondents who have visited the Ahsan Manzil, half of them (51%) prefer to visit the place in the afternoon while 36.90% prefer morning time which means number of visitors is 1.5 times more in the afternoon than in the morning.

Relation to Socio-Economic Variables

At this stage authors are interested to look at whether visit to Ahsan Manzil is associated with socio-economic variables like age, educational background, primary occupation and household's monthly income (in tk.) of the respondent. Table 1 summarizes the association between these variables and frequency of visit. The age, occupation and household's monthly income do not

show any significant relationship ($P<0.05$) with the frequency of visit, though occupation of the respondent shows association at 10% significance level. Only the education of the visitors displays significant relationship, this being at 5% significance level.

Table 1: Significant relationship between frequencies of visit with socio-economic characteristics of the visitors

Variables	P	Significance level		
		0.10	0.05	0.01
Age	0.345	×	×	×
Education	0.016	√	√	×
Occupation	0.052	√	×	×
Household's monthly income (tk.)	0.252	×	×	×

Source: Calculated from the data collected from field survey, 2010

Investigation (Table 2) suggests that more than half (51.7%) of the respondents have higher secondary education and about 49% respondents are student. The figures help to assume that most of the tourists of this site may be the students of the nearby Kabi Nazrul College.

Table 2: Distribution of visitors according to their demographic and travel characteristics

Characteristics	Attributes	Percentage
Education	Below S.S.C.	3
	S.S.C.	7
	H.S.C	52
	Graduate	30
	Post Graduate	8
	Total	100
Occupation	Service	22
	Business	17
	Student	49
	House wife	9
	Unemployed	1
	Total	100
Total Cost Involved (tk.)	2	20
	3-50	29
	51-100	29
	101-150	12
	151-200	3
	above 200	7
	Total	100
Transport Mode	Walking	16

	Rickshaw	47
	CNG/ auto rickshaw	3
	Bus	6
	Boat	6
	Private car	5
	Dual mode of transport	17
	Total	100
Travel Time (min.)	1-30	34
	31-60	28
	61-90	5
	91-120	14
	120+	19
	Total	100

Source: Field survey, 2010.

Relation to Total Cost Involved, Transport Mode and Travel Time

A quick perusal of Table 2 highlights that 20% of the total respondents pays only Tk. 2 for visiting the Nawab's palace, which indicates that these people may be the residents of the surrounding areas who come to this place by walking. Understandably, the percentage of visitors becomes less as the total cost of visiting to the site increases. A considerable number of people (22%) have spent more than Tk.100 as their travel cost, which reflects the demand/appeal of this tourist spot to its users.

The distribution of respondents according to their mode of transport used (Table 2) depicts that most of the users of this place are the local residents. The fact is also supported by the figures of Table 2. People usually use non-motorized vehicle to travel short distances and motorized vehicle to travel long distance. It can be seen that visitors are more frequent in visiting while the modes are walking and/or non-motorized vehicle (rickshaw, boat) compared to motorized vehicle (bus, auto-rickshaw etc.). A considerable number of visitors (17.3%) used dual mode of transport. It has been found from the field survey that most of the time, they used bus and rickshaw as their mode of transport. As Ahsan Manzil is located in old Dhaka, the narrow roads cannot support bus service. Those who use bus services have come to the site by walking after getting out of the buses. Another interesting finding is that about 6% respondents have come to this site using boat. Being situated just beside the river Buriganga and near the Sadar Ghat (Main water transport station of Dhaka city), Ahsan Manzil provides the opportunity to people of Keraniganj (place at the opposite site of the river Buriganga) and its surrounding areas to use boat as their mode of transport while visiting this site.

However, total travel cost, transport mode and total travel time significantly (statistically significant at 99% confidence level) influence the visit rate of the respondents, which is similarly appeared as influential factor in other relevant study.

Perception Regarding Different Attributes of Ahsan Manzil

As mentioned earlier, the visitors were asked to fulfill a pair-wise comparison matrix comparing accessibility, architecture, museum, scenic beauty and cultural value of Ahsan Manzil. These aspects are ranked according to the weights given by the respondents and summarized in Table 3.

Table 3: Distribution of respondents according to their preferences for different attributes of Ahsan Manzil

Rank	Accessibility	Architecture	Museum	Scenic Beauty	Cultural Value
1	0.00	16.67	53.33	3.33	26.67
2	6.67	23.33	20.00	26.67	23.33
3	10.00	26.67	16.67	20.00	26.67
4	16.67	16.67	10.00	40.00	16.67
5	66.67	16.67	0.00	10.00	6.67

Source: Field survey, 2010

The museum of Ahsan Manzil is the main attraction of the visitors. The data say more than half of the visitors (53.33%) have ranked museum of this palace as their first priority to visit here. This site reflects a glorious past of our culture and once was the residence of Dhaka's Nawab family. Therefore, one fourth of the total respondents (26.67%) have mentioned the cultural value of this place as their main attraction to visit. Almost same percentages of people have ranked architecture of the structures, presence of museum, scenic beauty and cultural value as their second priority to make a trip here. Scenic beauty of this place is given less priority to visit (40% of the total respondents have mentioned it as their fourth priority). Unimpressive and poor condition of access to this site has received the highest vote of the users in the rank of 5 as was easily anticipated by the researchers.

The total preference score or the total relative importance of each attributes considering all respondents is presented in Table 4. The most preferred attribute is the museum (34.4%) in the site indicating respondents' interest about the past which gives picture of rules, culture and tradition, followed by cultural value (23.6%) and architecture of the palace (20%). Scenic beauty (14.1%) is next in hierarchy. Accessibility (7.8%) is the least important factor behind choosing the site for recreation. Though the transport system in old Dhaka is a mess, visitor visit this site indicating their profound interest to such place of historical importance.

Table 4: Priority weights of various attributes of Ahsan Manzil

Attributes	Priority weights	Ranks
Accessibility	0.078	5
Architecture	0.200	3
Museum	0.344	1
Scenic Beauty and landscaping	0.141	4
Cultural value	0.236	2
Total	1.000	

Source: Calculated from the data collected from field survey, 2010

Impact of Quality Improvement

Figure 3 shows the amount respondents are willing to pay under existing condition. Under the existing condition majority of respondents (85%) were willing to pay maximum of Tk. 5 as entrance fee while at present the entrance fee is Tk. 2.
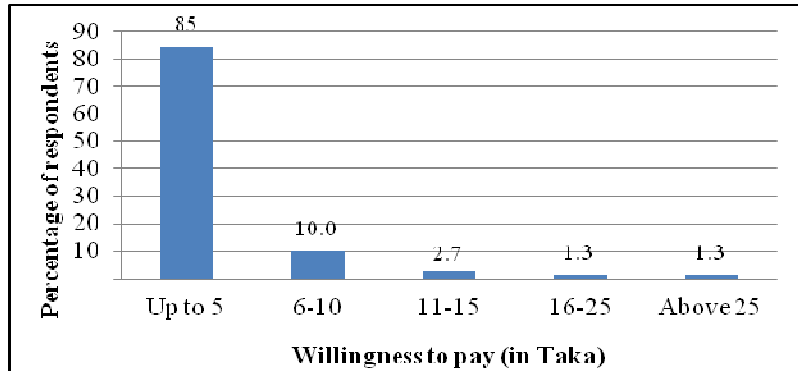
Source: Field survey, 2010

Fig. 3: Respondent's willingness to pay under existing condition of the Ahsan Manzil.

The visitors have been asked to state the major problems in Ahsan Manzil according to their perception. A list of problems mentioned by the visitors is tabulated in Table 5. About 58% respondent has reported managerial problem regarding maintenance of the site which include dirty environment, less attention in making the museum rich, poor maintenance of the garden and the structures like the palace, entry gate etc.

Table 5: Major problems of the Ahsan Manzil as reported by the respondents

Major problems	Percentage
Happy with existing condition	13.50
Bad social environment	14.90
Maintenance related problem	57.50
Physical development related problem	11.50
Absence of proper campaign	2.80

Source: Field survey, 2010

As the entrance fee is very low, this place has also become place for vagabonds and local juvenile criminals. That's why almost 15% of the total respondents have mentioned bad social environment as a major problem in this heritage place. 13.5% of the respondents have no complaint and they are happy with the existing condition of this site.

However, based on peoples' perception about the important attributes of Ahsan Manzil and identified major problems a hypothetical improved scenario has been offered to the visitors. The better condition or facilities in Ahsan Manzil includes better landscaping, rich collection in museum, better accessibility with parking facility, improved toilet facility and an introduction of light and sound show representing the history of Nawabs etc. Figure 4 reports visitors' willingness to pay for improved situation. Around 86% of the respondents are willing to pay up to Tk. 20 after the improvements. A considerable number of visitors (6.7%) are willing to pay more than Tk. 50 for the better condition of Ahsan Manzil. This means by ensuring some improvements to this site, more revenue generation is possible. At the same time it seems obvious that if these desired improvements are fulfilled, demand for recreation for Ahsan Manzil will get higher.
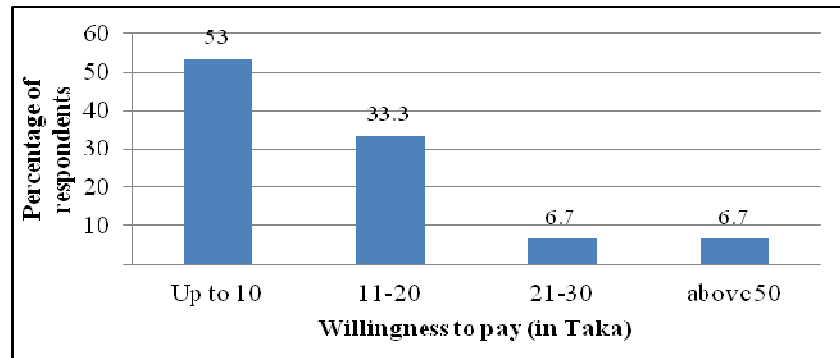
Source: Field survey, 2010

Fig. 4: Respondent's willingness to pay under improved condition of the Ahsan Manzil.

Policy Implications

Historic sites are places of outstanding universal value to all humanity and are of great importance for the conservation of mankind's cultural and natural heritage. They give glorified pictures of the rule, culture and faith of changing times which that particular area underwent over the ages. Dhaka, the capital of Bangladesh is the witness to such amazing historical changes and heritage of British and Mughal period at least for the last 400 years. But conservation of its heritage properties has always been in a deplorable state. We have found that in case Ahsan Manzil about 58% respondents have reported lack of proper maintenance and management as the major problem of the site. However, using AHP authors could rank important attributes of the site. The museum of this place is the highest preferred attribute. Undoubtedly it can be state that the rich collection of the museum will attract more visitors in the site.

Visitors have ranked poor accessibility condition as the worst compared to other attributes. Eventually, most of the users of this palace are local residents. But for revenue generation non-local visitors should also be made attracted to visit this place of cultural values. Proper campaign/advertisement may prove effective to draw more tourists in this palace of Old Dhaka. Care should be taken to improve accessibility may be by introducing pedestrian precinct and/or allowing limited access of non-motorized vehicles.

Scenic beauty and landscaping of Ahsan Manzil has been ranked as the second worst factor that affects visitors' willingness to pay. Good landscaping within the premise of the site, effective land use zoning in the surrounding areas, restoration of glorious view of the palace from the surrounding areas and also from the palace to the river Buriganga may improve the scenic beauty of this Nawab's palace as a whole. Definitely it would require further in depth investigation to seek out feasible intervention. The current study measures visitors' willingness to pay on existing and hypothetical scenario of Ahsan Manzil. The findings indicate that even for the existing setup entrance fee of Tk. 5 could be charged and Tk. 10-15 could be charged under improved condition, which will increase onsite revenue generation.

The study reveals that irrespective of age and household income level, Ahsan Manzil is an important source of attraction to the inhabitants of Dhaka, specially for the people of Old Dhaka. Again students are the dominant group visiting this site. Promotional offers can be introduced encouraging students and their accompanying person to visit this heritage site. The library in Ahsan Manzil, which now has a very limited access to the visitors, can be prepared as one of the major attraction points for the students. It can be a significant source of different types of data not only about Ahsan Manzil but also about the Nawab's of Dhaka and other historic sites, which may attract the students as well as the researchers.

Conclusion

The core idea of this study, exploratory in nature, is to examine the factors influencing visitation in the Ahsan Manzil of Old Dhaka. This research might have some limitation arising from sampling and data collection. The results would have produced more reliable findings if more samples could be drawn in the whole year round. Nevertheless, we believe this study has revealed some interesting findings. It highlights the socio-economic characteristics of the visitors, their transport related behavior and more importantly their opinion or choice behavior towards this place. To the best of authors' knowledge there is no study in Bangladesh that has considered visitors preference for conservation and preservation of historic properties. The authors motivation was, consumer oriented approach is essential nowadays over supply driven approach for efficient and effective heritage management and preservation. Under such a backdrop, this effort is just the beginning. Economic valuation of historic sites, their competition with the substitute option/site should further be investigated for ensuring efficient resource allocation and proper planning and management of historic sites.

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