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सचिव
Ravindra Singh, IAS
Secretary

भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001

New Delhi, the 9th February, 2015

MESSAGE

I am pleased to learn that the PHD Chamber of Commerce an Industry (PHDCCI) is organizing the "4th India Heritage Tourism Conclave" on 20th February, 2015 at New Delhi.

India's music, art, dance, festivals, customs, languages and cuisines, is the best way to understand the incredible heritage of the country and its even luring culture.

Heritage has always been one of the most intrinsic facets of Indian tourism. However, much needs to be done to protect and promote these assets to ensure sustainable development.

Heritage tourism India has grown in recent years but there is scope for further development which can be attained only through combined efforts of the Government of India and the industry associations.

I am certain that this initiative of one of the apex industry associations, PHD Chamber of Commerce and Industry will turn out to be fruitful in creating awareness about the unexplored potential of Heritage in India.

I wish the conclave a grand success.

(Ravindra Singh)

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MESSAGE

It gives me immense pleasure to learn that the PHD Chamber of Commerce and Industry (PHDCCI) is organizing the "***4th India Heritage Tourism Conclave***" on February 20, 2015 at The Lalit, New Delhi. We are proud to be associated as the Knowledge Partner of the summit.

Heritage Tourism can be defined as traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and it can include cultural, historic and natural resources. India is a synonym of diversity and possess the rich heritage. The perfect amalgam of religions, customs, languages and traditions is reflected in the thriving heritage of the nation.
India has always been famous for its rich heritage and ancient culture. So the onset of heritage tourism in India was long anticipated. India's glorious past and cultural diversity make a potent blend which attracts millions of tourists each year to its heritage tourist attractions.

Heritage tourism is tourism focused on aspects of history or cultural heritage. It includes events and festivals, as well as sites and attractions related to the people, lifestyles, and traditions of the past.

Heritage has always been one of the most intrinsic facets of Indian tourism. However, much needs to be done to protect and promote these assets. Heritage is what brings people to our country and is focused on trying to promote the concept of safe, honourable and sustainable tourism.

I must congratulate CMA (Dr.) Debaprosanna Nandy, Director (Research & Journal) and his team members for undertaking this Research Study.

I would like to express my heartfelt thanks to Prof. Asim Mitra, Assistant Professor, North Bengal St. Xavier's College, and Shri Sourav Kundu, Chief Executive, Creative Confluence Centre, Kolkata for imparting their valuable inputs in preparing this Knowledge Study.

I am sure that the Conclave will assist in charting out a roadmap for the restoration and sustainable development of the Heritage Treasure of the country.

I wish the Summit a great success.

CMA (Dr.) A. S. Durga Prasad

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PHD CHAMBER

PROGRESS HARMONY DEVELOPMENT

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ALOK B. SHRIRAM
President

MESSAGE

PHD Chamber of Commerce and Industry is a dynamic and vibrant organization representing the business community of Northern and Central India. It aims to provide a platform to boost industrial growth and serve various segments of the economy and the policymakers alike.

The theme of the ***"4th India Heritage Tourism Conclave"*** organised at New Delhi on 20th February, 2015 by PHD Chamber of Commerce and Industry with the help and support of Ministry of Tourism, Government of India is to promote Heritage Tourism in India. The idea behind taking Government of India as a partner is to focus on showcasing the unexplored destinations and huge untapped heritage tourism potential in the country.

Heritage Tourism can be an attractive economic revitalization strategy, especially as studies have consistently shown that heritage travellers stay longer and spend more money than other kinds of travellers. Such initiatives strengthen the environment by advocating policies, strategies, frameworks and tools that support sustainable tourism as an important vehicle for protecting and managing cultural and natural heritage of Outstanding Universal Value.

This Conclave will yield a plethora of innovative and thought-provoking solutions to existing problems, as well as, new avenues that the industry could set forth upon.

I commend all those who have worked tirelessly to put this Conclave together and
I wish it the best of luck and I am certain it will be a grand success.

Alok B. Shriram

CSR IMR
India-My Responsibility

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PHD CHAMBER

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Estd. - 1905

Saurabh Sanyal
Secretary General

ACKNOWLEDGEMENTS

We at the PHD Chamber of Commerce and Industry (PHDCCI) are organizing the ***"4th India Heritage Tourism Conclave"*** on 20th February, 2015 in New Delhi.

Tourism has been an important contributor to the country's GDP. Developing the tourism sector according to the needs and expectations of the tourists is imperative to the healthy growth of the sector.

Amongst all Heritage tourism destinations on the globe, India consists of a diverse variety of the rich cultural heritage which is non comparable.

India is a synonym of diversity and possesses rich heritage. The perfect amalgam of religions, customs, languages and traditions is reflected in the thriving heritage of the nation. The country is treasury of art, philosophy, architecture, classical dances, flora, fauna, music and much more. The heritage sites of one of the oldest civilizations make it a must visit place for avid travellers.

I wish the Conclave a Grand success.

Saurabh Sanyal

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Contents:

Heritage and Tourism

Have we, ever wandered about the meaning of the term '***Heritage***' and what it connotes to us, collectively as a nation, and what are the connotations and finer issues associated with this term and its related terminologies in this fast lifestyle and rat race driven society?

The answer to this poser would definitely vary from person to person, state to state, region to region and of course from civilisation to civilisation. The meaning and perception would also vary with individuals according to the age group, geographical location, social status, level of education, sex, religion, language preference, social-community linkages, friends/associations maintained, political perception, and above everything the awareness of one's environment and taking pride in the past national legacy and rich history from the time of the dawn of human civilisation on this planet right upto the present times.

From the different dictionary definitions of the English word '***Heritage***', it is amply clear that the word predominantly has to do with what we, as a nation, have inherited from our forefathers from time immemorial right up to the modern times, in the form of uniqueness in its people - values – ethics – morals – beliefs – languages - dialects - diverse landscapes – mountains - rivers – forests – flora & fauna – villages - monuments – architecture – religion – culture (mainstream & folk) – tradition & traditional knowledge - fairs & festivals - art(both performing & non-performing) & crafts – dress & style - lifestyle - cuisine and all elements that we collectively call '***Indian Civilisation***' and the spectacular '***Unity in Diversity of India***'.

'Heritage' does not exist in isolation or pockets or with a specific social stratum, instead, it is a collective perception – a societal mind-set. It is the level and magnitude of awareness, attitude and orientation of a society, a state and a nation, as a whole. A focus towards preservation, re-invention and re-creation of the past legacy passed on to the present generation over the ages is our 'Heritage'. It is a dynamic concept and evolves with the progress and evolution of human civilisation of a country. Indian civilisation has taken it to the level that transcends all man-made boundary and limitations. It has perceived the whole world as '**Vasudhaiva Kutumbakam**' meaning the world as one family, since the ancient Vedic times.

What is '***Tourism***'?

The earliest hominids started exploring their surroundings to gather their daily requirements, be it for food, tools, material of use or shelter. Some groups started expeditions and exodus into the unknown land and some started great voyages on unknown seas in their primitive crafts. On occasions of successful hunt or a catch, the collective celebration gave rise to music and dance forms along with musical instruments. These activities may be termed as the primordial and earliest forms of culture and tourism or adventurism by humans. These primitive instincts of the humans in the course of their development have survived through the ages and have today been permanently imbibed as *innate human nature* and have transformed from basic need satisfaction to aspirations for higher satisfactions as civilisations progressed. This is what we may term today as ***heritage*** or that which we have inherited from our forefathers.

In today's parlance, how do we view tourism? Is it only visiting a place for sightseeing or religious purpose, appreciating beauty, star category hotels, luxury cruise-liners, opulent yatches, remarkable architecture, air-conditioned vehicles and transport system, IT based services, glittering facilities, immaculately dressed and well-mannered people, cushy & luxurious comfort, joy-rides, scientific marvel driven activities? What is today's tourism in reality?

The above attributes are definitely an integral part of today's tourism. However, these discrete entities and components do not represent the truest and holistic meaning of tourism, the full-360^0 of it. Tourism today needs to be more holistic, inclusive and sustainable.

Sustainable tourism, as defined by UNWTO –

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"

Tourism, on one hand, represent the inner quest of an individual to satiate the fundamental urge of knowing the unknown, seeing the unseen, doing that has not yet been done and sensing the new by getting-away from daily routine or undertaking a journey of one's interest or liking with availability of spare time and thus rejuvenate and recharge the body, mind and soul with freshness and happiness and doing activities which gives him/ her satisfaction and thus utilise the available spare time in a quality manner. On the other hand, tourism also represent the travel or activities undertaken to help attain satisfaction which imparts education and enlightenment, spiritual or religious quest, peace and happiness of body, mind and soul. These activities may be undertaken at either individual level or collectively with a group. These activities may not be mutually exclusive and often intertwined and are found to happen parallelly or clubbed with other socio-economic and cultural activities and done with minimal footprint on the ecology and the environment and minimal impact on the host community of a location. The process generate income through exchange of product-services with the host communities at the local micro-level economy as well as in the organised economy and both the tourist and the host community are mutually benefitted.

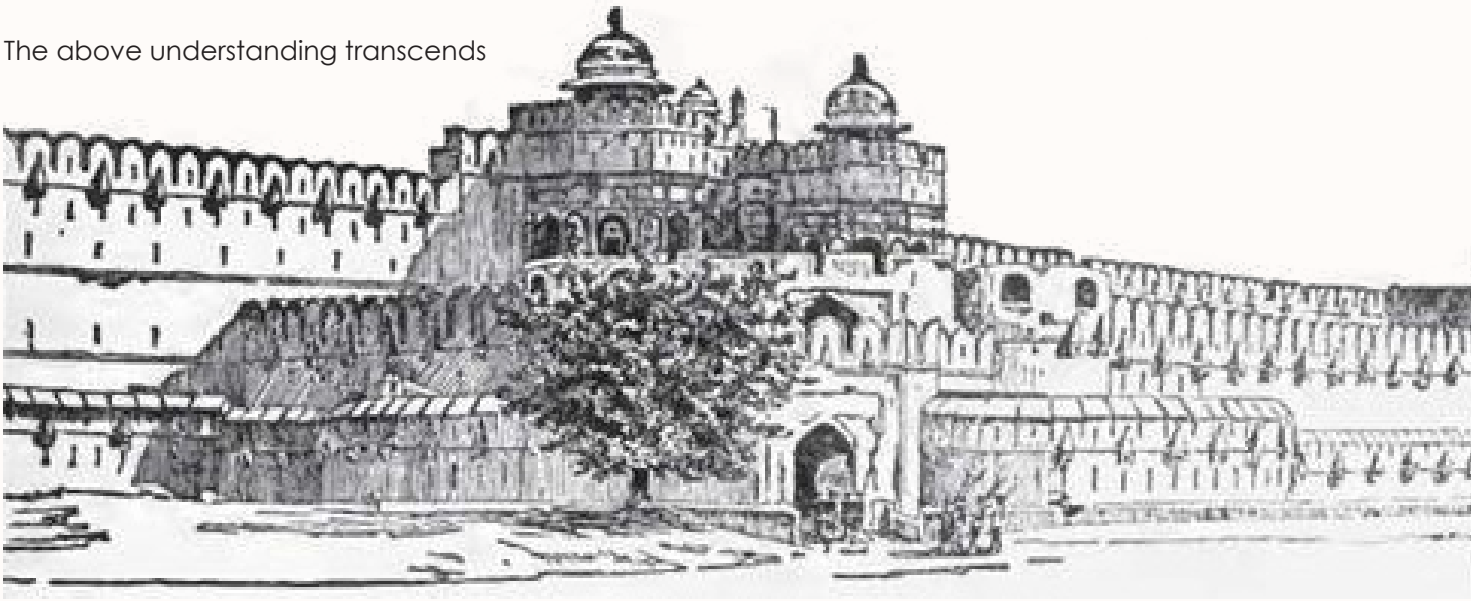
The above understanding transcends the limitation posed by boundary and forms of tourism towards a more holistic and universal approach towards tourism. It is universally accepted fact that tourism industry has great potential for job generation with minimal impact on the local economy and environment.

How do we define '**Heritage Tourism**'?

According to **UNESCO** –

"Cultural heritage is who we are and what shapes our identity. Culture contributes to poverty reduction and paves the way for a human-centred, inclusive and equitable development. No development can be sustainable without it. Placing culture at the heart of development policy constitutes an essential investment in the world's future and a pre-condition to successful globalization processes that take into account the principle of cultural diversity."

Further, at a fundamental level it may be suggested that in a way all forms of tourism has a component of or a derivative of heritage, only in varying scale and magnitude, imbibed in them at the core product/ service or product concept level. Tourism efforts at a location and heritage of a location are always complementary to each other. Present day tourism is heavily dependent on the cultural heritage components of a location and its local people.



Components of Heritage Tourism

The prime components of heritage tourism are categorised into three broad groups, viz. natural component, historical component and cultural component. A location is rated as per presence of one or many of these features at a place to qualify as a heritage tourism location. The category-wise components are as under:

A. The natural components of heritage tourism

The core components of natural heritage are –

- Pristine unpolluted landscapes
- Undulating mountains, gorges and plateaus
- Waterfalls, streams, rivers, & canals (both natural & manmade)
- Deserts & dunes
- Ocean & Sea and the pristine beaches
- Islands – both riverine and oceanic
- Estuaries and backwaters
- Rann areas
- Forests and wilderness
- Flora & fauna incl. manmade plantations with rich bio diversity

All the physical features and uniqueness of any location/ site comprise the prime natural heritage that have remained unchanged/ undisturbed over the years and represent the by-gone era of evolution of flora and fauna species.

B. Historic components of heritage tourism

The historic components of heritage tourism primarily comprise –

- Archaeological, palaeological and mythological sites incl. undersea and sub-terrain sites
- Forts, Palaces and building complexes-havelis – both ruins and intact ones
- Monuments and other man-made prominent as well as dilapidated structures like bridges, minarets, observatories etc.
- City-architecture and decorated structures and gardens
- Temple and other important structures with past historical linkages
- Village/ rural architecture/ local vernacular architecture
- Remains of currency, jewellery, manuscript, utensils, etc.
- Preserved transport items used in the past – vintage items
- Preserved remains of age-old daily use items incl. tools & tackles

C. Cultural components of heritage tourism

The basic components of cultural heritage based tourism are –

- Uniqueness of people (incl. tribes and ethnic groups) along with their values, ethics, morals, beliefs, language and dialects
- Religion/ philosophy/ theology
- Stories/ folklores/ tales
- Traditional knowledge & wisdom
- Customs, tradition & practices and associated accessories/ tools/ utensils etc.
- Culture (mainstream & folk) – song-lyrics, music, musical-instruments & accompaniments, dance and its attire, literature
- Fairs & festivals and community events like marriage etc.
- Art (both, performing & non-performing including films)
- Handicrafts and decorative items
- Dress material, handloom & textile, clothing and accessories
- Lifestyle – way of life
- Cuisine (both local & fusion)

Past and Present Indian tourism

Natural, Historical & Cultural heritage based tourism was traditionally in vogue in the country from historical times. The pre and post independence era tourism that is being practiced till date and have undergone changes in some case and in certain extent have, in some form have metamorphosed into 21st century Indian tourism. These are discussed in the following paragraph. During the last part of the nineteenth century and first few years of the twentieth century, India saw the advent of modern industrial revolution in the form of establishment of Indian railways and motor vehicle joining remote areas of the vast Indian hinterland with the major commercial centres of the country. Steam-ship had also enabled movement of foreigners into the country. Gradually, the advancement in aviation and aeroplane technology thus connected the continents from a matter of days to matter of hours. These transport related development, coupled with advent of modern education and scientific pursuits had enabled the initial development of tourism and had acted as the prime driver as well as catalyser of travel and tourism trade in the country. India, in the pre-independence century was undergoing a renaissance. Although princely states were there, but large factories were being built, education institutions were setup like Shibpur Bengal Engineering College at Howrah, etc. and people were getting into varied forms of services and the service sector expanded drastically. These phenomena started generating higher discretionary incomes in the urban areas, whereas the rural areas were still reeling under shadow of the past. With the Green revolution, the rural areas also started reaping the benefits of economic development.

With the advent of this modernised society and the general propensity of a substantial section of the masses to travel for leisure, religious purposes or enjoy their holidays and free-available time in a quality manner paved the way for what we see as modern day tourism industry in India.

Initially, tourism activities were rudimentary in nature and were limited to the following segments –

Pilgrimage/ religious tourism called "***Tirth yatra***" : Usually in a group, primarily comprising visit to different places of worship/ religious interest, many of them by trekking on treacherous routes (viz. Amarnath, Kedarnath, Badrinath, Gangotri, Jamunitri, Vaishno Devi et al) – This form of tourism was perhaps the first form of tourism during the late 19th century, wherein the travellers were mostly elderly or older generation people in search of salvation.

Travel undertaken by the relatives and keens : People living in far-off places to rural areas from urban locales and vice-versa during summer and winter school holidays.

- The beautiful palatial buildings that the erstwhile zamindars & babus had built as their out-houses & farmhouses gradually started gaining popularity among the travellers as fancy accommodation in these tourist spots and health enhancing/ rejuvenating locations.

- Gradually over a period of time these areas have emerged as the earliest tourist spots and the local native communities would benefit economically by the tourism and related activities in such places.

- By this time the pilgrimage tourism subsequently metamorphosed into visit to adjoining historical and scenically beautiful places as well as places of heritage and antiquity. These visits were restricted to well known historically famous places, palaces, forts, ruins, museums and temples and took the form of a logistically viable circuit.

- In-line with both the above scenarios the advent of quality leisure-rejuvenation based tourism at hills, forests and sea-side resorts/ locales, making it a highly sought after activity among the rich and middle class population of the pre-independence and post independence population. Throughout the country many such locations emerged as captivating hotspot for tourism.

- People started travelling more and activities like trekking, hiking, cycling, boating and designer gardens, children's parks and water activity parks emerged as major crowd pullers as they imparted alternative activities during the leisure.

- Crafts, culture, dress and cuisine of the visited places emerged as the key components of the place of visit inciting interest of the visitors and comprised as major tradable item as souvenir.

- Along with local cuisine, speciality foods like sea food, fusion cuisines emerged have become very popular.

- At places where toy-trains and ropeways were installed, this made them better prime attraction.

- In some cases like the Sundarbans and Daarjeeling Himalayan Railway, the heritage status was bestowed by UNESCO that made these components even more attractive to the visitors from across the world.

- Governments played a very crucial role of a catalyst by providing Leave Travel Concession (LTC), that catalysed travel and tourism industry in a significant manner among the masses and many private companies also joined into this bandwagon and also started to provide Leave Travel Allowances (LTA) for undertaking leave based travelling and tourism activities for its employees. These two phenomena catalysed the travel and tourism industry across the country, in a great way.

- During the pre-independence era, advent of a number of tourist and travelling service agents was seen who were offering packages of popular places / circuits as per their convenience and provided end-to-end service (ticketing, transfers, accommodation-food and sight-seeing) in the country. Gradually their numbers increased with popularisation of a place/ destination.

- Foreign tourists arrivals were marked with visit to primarily the Indian "*Golden Triangle*" of Delhi-Agra-Jaipur and a portion would travel to Varanasi, the travel plans remained restricted and their overall experience was also not very pleasant. In majority of the cases 'fond memories' among these foreign travellers were rare. They would face various social and criminal instances like theft/ burglary/ robbery, ill behaviour at places, unclean services, unhygienic food, fraudulent traders duping for money, poor rendering of services, to name just a few.

- Gradually, with disposable & discretionary incomes on the rise, the propensity of outbound tourism also increased and International tourist and travelling agents came-up rendering services on international destinations and circuits.

- Many travel and tourism agents established shops, many of them without much of training or prior experience and started offering non-standardised services.

- There were many limitations in the forms of tourism practiced by both domestic and international travelling and touring agents.

- Some of the major issues are listed below.

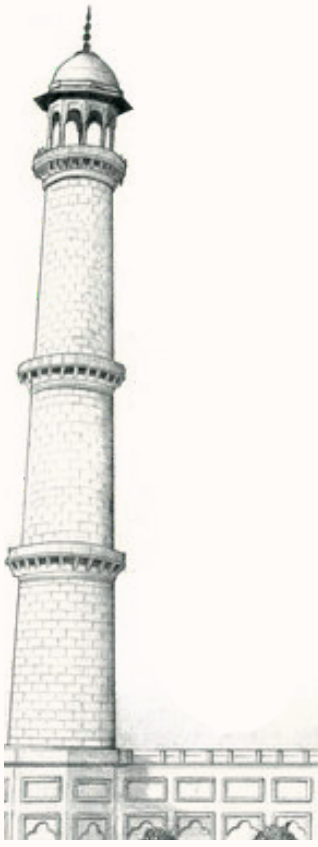
  - Accommodations were not standardised or up to the mark, cleanliness and level of hygiene was poor, food was not hygienic, services were very rudimentary.

  - Travel and transfer services were also not standardised and full of ad-hocism.

  - Travel & tour organising agents functioned on a discretionary basis and and product standardisation was not there and ad-hocism prevailed.

  - Professional guide services were very scarce and even not available. Local population acted as impromptu guide to the tourists seeking out information about local attractions

  - Innumerable cases of fraud, non-performance of



tour packages components sold or poor quality of services complaints were rampant among the tourists, both domestic as well as foreign.

- Dubious and unscrupulous nexus between various travel & tourism entities and theentities within the meaning of local authorities as well as members of local public (mostly illiterate) led to duping of tourists and resulting in negative experience by the foreign travellers that in turn led to bad '*word-of-mouth*' campaigning in their native countries creating a negative image of India.

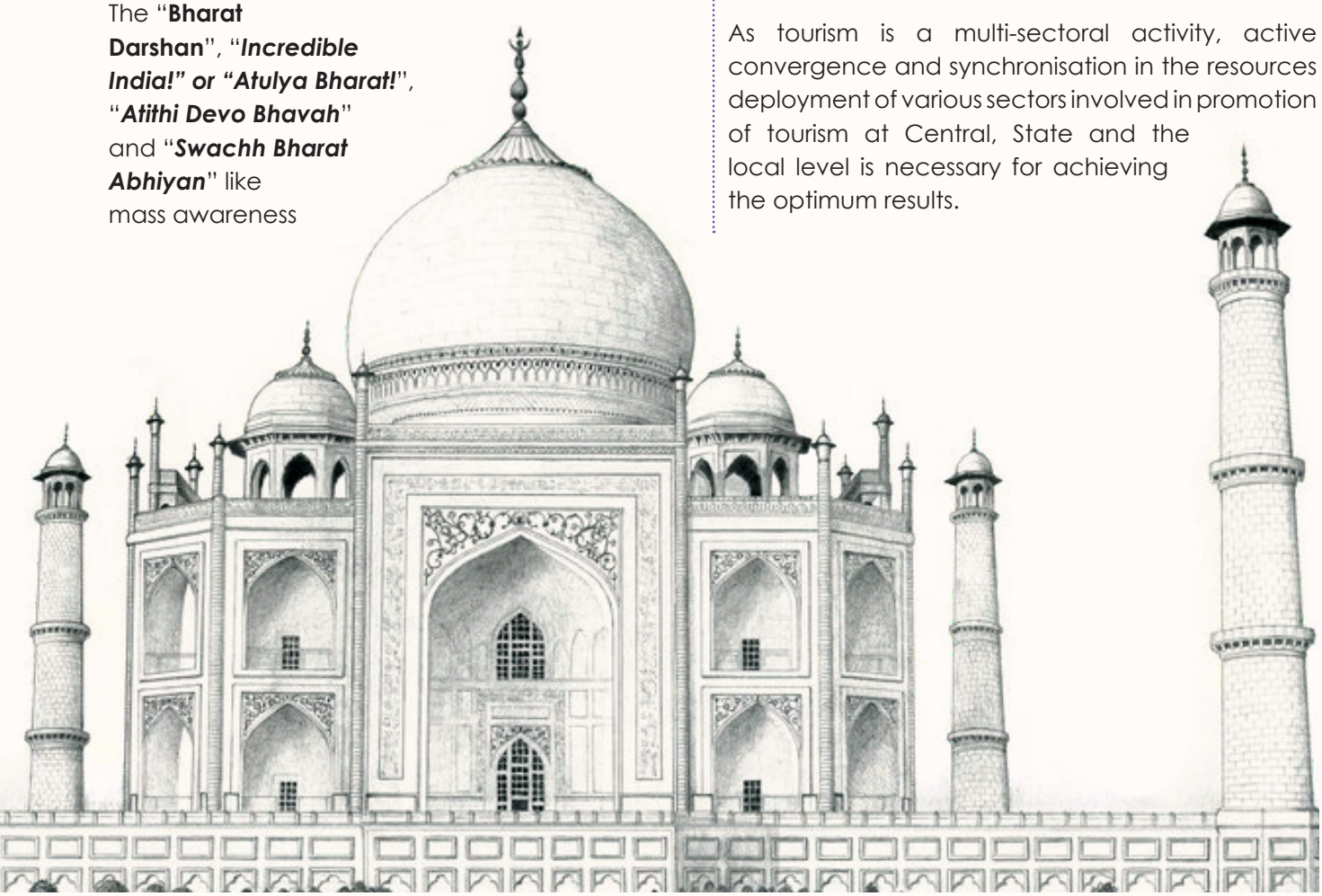
Government of India realised this extremely critical issue and its catastrophic consequences and fallouts and resultant dwindling number of inbound tourist as well as restricted domestic tourist. This actuated Govt. of India as well as State Govt.s to re-strategise their respective tourism development activities and overhaul their functionality. They initiated the process of categorisation and standardisation.

The "**Bharat Darshan**", "***Incredible India!" or "Atulya Bharat!***", "***Atithi Devo Bhavah***" and "***Swachh Bharat Abhiyan***" like mass awareness campaigns of Govt. of India are steps in the direction for providing stimulus to the masses to respect our heritage and towards upliftment of this traditional thinking thus symbolising this legacy of Indian heritage and tradition by way of sensitising the masses towards our intrinsic heritage.

The sustainable heritage tourism development approach includes advancing some of the following niche tourism products as given below:

a) Adventure and sports (para sailing/ hang gliding/ hot-air ballooning/ water sports – kayak/ canoe/speed boat
b) Medical/ Wellness/ Ayurveda/ Yoga
c) Golf/ Polo/ Ride based Tourism
d) Cruise/ go-karting/ motor-rally/ quad-bike rally/ Toy train rides/ Horse or camel cart ride
e) Meetings Incentives Conferences & Exhibitions (MICE)
f) Pilgrimage/Spiritual travel
g) Film/ performing art Tourism
h) Eco/ Wild life/ Caravan/ Camping Tourism

As tourism is a multi-sectoral activity, active convergence and synchronisation in the resources deployment of various sectors involved in promotion of tourism at Central, State and the local level is necessary for achieving the optimum results.



Indian Heritage: A Perspective

Since time immemorial India has been continuously dwelled, inhabited, visited, travelled and settled. From the era of Indus Valley civilisation, till the present times, the attractions of this land have been innumerable. The perennial rivers, the snow capped high mountains, the green misty forests, diverse flora and fauna, the fertile soil, the cattle, monsoon fed lush farmlands, vast orchards, variety of spices, rich mineral deposits, quality textiles, and above all its unique people practicing language, philosophy, religion, art and culture that is extremely rich in content.

India is still under a process of reinvention continued from time immemorial. The history of this sub continent dates back to approximately 75,000 years ago with the evidence of human activity of Homo sapiens. Amazingly, almost five thousand years ago, the inhabitants of the Indus Valley Civilisation had developed an urban culture based on commerce and sustained by agricultural trade, supported by the Indus River.

Select highlights of Ancient Indian heritage related facets:

- According to Greek philosophers slavery did not exist in ancient India.
- Aryabhatta, the great astronomer and scientist, discovered zero. The number system was also invented in ancient India.
- The Indus valley civilization was one of the most advance civilizations in terms of town planning etc.
- During the ancient period there were many famous and important centers of learning in India- Taxila and Nalanda, where thousands of students from all over studied different subjects.
- The earliest school of medicine known to humans is Ayurveda. Ayurveda was developed mainly by Charaka, the great Indian physician, during ancient times. It is the only system which takes the holistic view of the person being treated.
- India was known as golden bird because of her wealth. Invaders came to India in search of wealth.
- Bhaskaracharya, the great astronomer and mathematician of ancient India, was the first person to calculate the time taken by the earth to orbit the sun.
- It was during the 6th century that Budhayana first calculated the value of pie and explained the concept of Pythagoras theorem.
- It is interesting to note that ancient India was so advanced in science and mathematics that Algebra, trigonometry and calculus all came from India. In the 11th century Sridharacharya propounded the Quadratic equations.
- Ancient Indians had a well developed concept of water harvesting. The earliest reservoir and dam for irrigation was built in Saurashtra. This lake was called Sudarshana and built by the Shaka king, Rudradaman.
- Chess was a popular game in ancient India.
- The great physician of ancient India, Sushruta conducted complicated surgeries like cesareans, cataract, artificial limbs, fractures, stones, plastic surgery and brain surgery.
- Usage of anesthesia was well known in ancient India

Following section presents a brief history of India through the Ages and its heritage dimensions:

The Pre Historic Era:	
The Stone Age	The Stone Age began approximately 5,00,000 to 2,00,000 years ago
The Bronze Age	The Bronze Age in the Indian subcontinent dates back to around 3,300 BCE with the early Indus Valley Civilisation

Early Historic Period	
Vedic Period	The Aryans were the first to invade the country. They came out of the North in about 1500 BC and brought with them strong cultural traditions.
Mahajanapadas	This period saw the second major rise in urbanisation in India after the Indus valley Civilisation. The word "maha" means great and the word "janapada" means foothold of a tribe.
Persian and Greek Conquests	Much of the Northwest subcontinent (currently Afghanistan and Pakistan) came under the rule of the Persian Achaemenid Empire in C. 520 BCE under the rule of Darius the Great and remained so for two centuries.
Maurya Empire	The Maurya Empire, ruled by the Mauryan Dynasty from 322-185 BCE

Ancient India Timeline

- Prehistoric Period (4,00,000 BC – 1,000 BC)
- Indus Valley Civilisation: (2,500 BC – 1,500 BC)
- Epic Age: (1,000 BC - 600 BC)
- Hinduism and Transition: (600 BC - 322 BC)
- The Mauryan Age: (322 BC - 185 BC)
- The Invasions: (185 BC - 320 AD)
- Deccan and South India: (65 BC - 250 AD)
- The Gupta Dynasty: (320 AD - 520 AD)
- Age of Small Kingdoms: (500 AD - 606 AD)
- Harshavardhana: (606 AD - 647 AD)
- The Southern Kingdoms: (500 AD - 750 AD)
- Chola Empire: (9th Cent. AD - 13th Cent. AD)
- The Northern Kingdoms: (750 AD - 1206 AD)

Battles that shaped Indian History

The rise and fall of several empires and conquerors through the centuries was witnessed by India. The political map kept changing and boundaries were redefined, rendering the country vulnerable to foreign invasions. There have been in-fighting between dynasties and against foreign invaders like Aryans, Persians, Greeks, Mongols & Chinese tribesmen, Arabs, Mughals, French, Dutch, Portuguese, British and others. Wave after wave of foreign aggressors descended on India, founded empires and left a deep imprint on the history and culture of the country. But none could not subdue or subjugate the unconquerable soul and spirit of '***Bharatvarsh***'.

To recap some of the major battles that have marked turning points in the history of India are:

- Battle of Buxar
- Seleucid-Mauryan War
- Kalinga War
- Battle of the Hydaspes
- Huna Invasions
- Huna Invasions
- Sakas Invasion
- First Turkish Invasion of The Deccan
- nvasions of Muhammad Ghori
- Arab Invasion of Sind under Mohammed-bin-Qasim

The Mughal Empire: In 1526, Babur, a descendant of Timur and Gengis Khan from Fergana Valley (present-day Uzbekistan) swept across the Khyber Pass and established the Mughal Empire which covered modern-day Afghanistan, Pakistan, India and Bangladesh. The Mughal dynasty ruled most of the Indian subcontinent till 1600 AD; after this it went into decline.

Colonial Era: From the 16th century, European powers from Portugal, Netherlands, France and the United Kingdom established trading posts in India. Later, they took advantage of internal conflicts and established colonies within the country.

The British Rule: The British Rule in India began with the coming of the British 'East India Company' in 1600 AD leading to the rule of Queen of England. It culminated into the First War of Indian Independence in 1857 AD.

Some of the prime personalities during this time were as under

- Bahadur Shah Zafar
- Bakht Khan
- Mangal Pandey
- Nana Sahib
- Rani Lakshmibai
- Tatya Tope

- Veer Kunwar Singh etc.

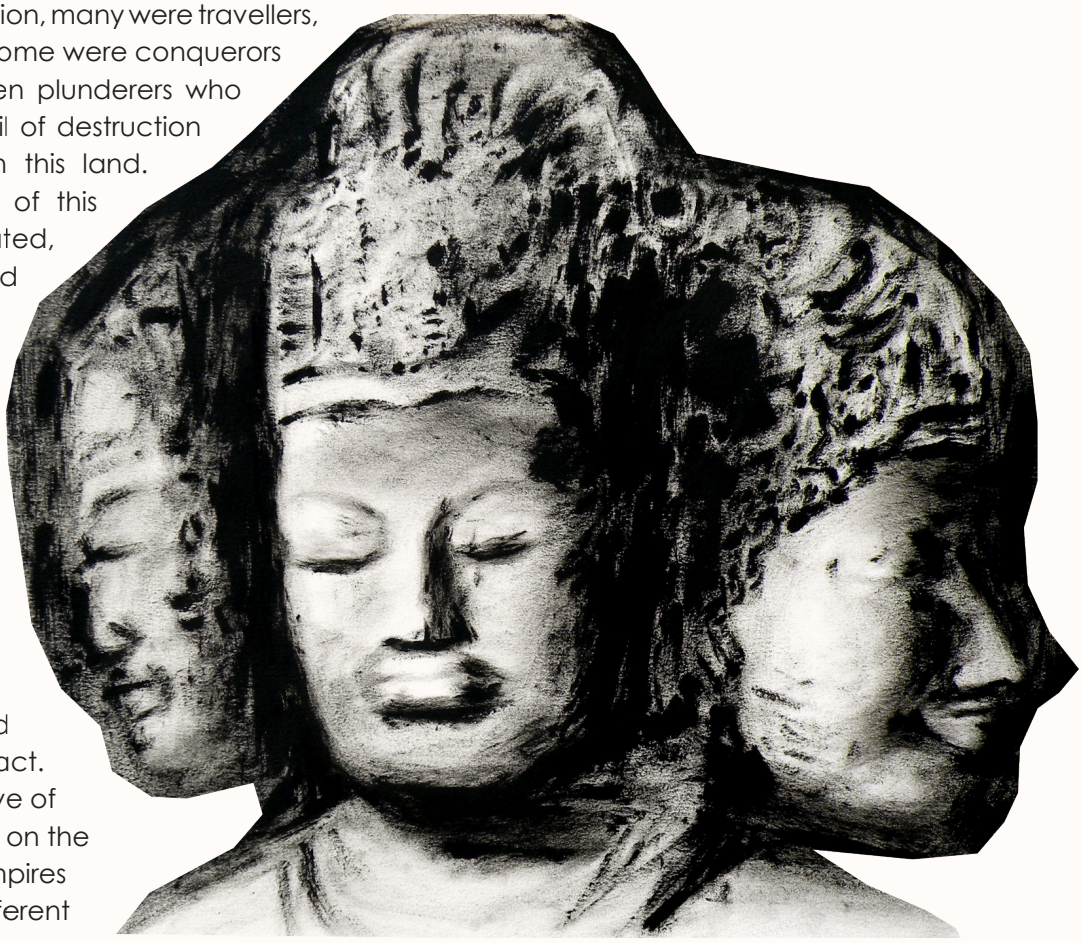
The Indian Independence Movement and Mahatma Gandhi: In the 20th century Mahatma Gandhi led millions in a national campaign of non-violent civil disobedience to obtain independence from the British in 1947.

Independence and Partition: The economically weakened British after World War-II decided to leave India and paved the way for the formation of an interim government. Eventually, the British Indian territories gained independence in 1947, after being partitioned into the Union of India and the Dominion of Pakistan.

All these above stated timeline have contributed in enriching the Indian heritage and added special features to this land and its rich historical legacy over the centuries. This have attracted travellers and visitors from outside India, like the Aryans, the Mughals, the Portuguese, the Dutch, the French, the English, and the likes of Alexander The Great, Hueng Tsang, Fa Hien, Al Beruni, Qublai Khan, Ibn Batuta, Vasco De Gama, to name a few. Not all came on friendly mission, many were travellers, some were traders, some were conquerors and some were even plunderers who have left behind trail of destruction and devastation on this land. The innate strength of this great land has tolerated, assimilated and survived all these and has manifested as today's resilient India.

Post-Independence Period: Many civilizations rose and fell, leaving behind ruins, the Indian civilisation and culture remained intact. Even wave after wave of invaders descended on the country, founded empires and ruled over its different parts, war was thrust upon India by its neighbours but the indomitable soul of India or **'Bharat'** could not be subjugated. Today, India is progressing with other nations as the one of the most vibrant and responsible republic and largest democracy of the world, India is the second largest country in Asia and the seventh largest and second most populous country on Earth. It comprises as much as one third of Asia and supports & sustains one seventh of humanity.

All these past historic events have shaped the heritage and legacy of present India. In consonance with this perspective, the Indian tourism policy and the tourism industry, heavily depend upon this inherent richness of this heritage to attain augmentation and furtherance of tourism as a developmental vehicle. Indian heritage in all its facets is deeply intertwined with tourism industry, culture, and other related dimensions, and is at the core of innumerable tourism products and services presently offered.



World Recognition of Indian Heritage

UNESCO has accorded ***'World Heritage Status'*** to the following 32 Indian sites (table):

Man Made Sites				
Agra Fort (1983)	Ajanta Caves (1983)	Buddhist Monuments at Sanchi (1989)	Champaner-Pavagadh Archaeological Park (2004)	Chhatrapati Shivaji Terminus (formerly Victoria Terminus) (2004)
Churches and Convents of Goa (1986)	Elephanta Caves (1987)	Ellora Caves (1983)	Fatehpur Sikri (1986)	Great Living Chola Temples (1987)
Group of Monuments at Hampi (1986)	Group of Monuments at Mahabalipuram (1984)	Group of Monuments at Pattadakal (1987)	Hill Forts of Rajasthan (2013)	Humayun's Tomb, Delhi (1993)
Khajuraho Group of Monuments (1986)	Mahabodhi Temple Complex at Bodh Gaya (2002)	Mountain Railways of India (1999)	Qutb Minar and its Monuments, Delhi (1993)	Rani-ki-Vav (the Queen's Stepwell) at Patan, Gujarat (2014)
Red Fort Complex (2007)	Rock Shelters of Bhimbetka (2003)	Sun Temple, Konârak (1984)	Taj Mahal (1983)	The Jantar Mantar, Jaipur (2010)
Natural Sites				
Great Himalayan National Park (2014)	Kaziranga National Park (1985)	Keoladeo National Park (1985)	Manas Wildlife Sanctuary (1985)	Nanda Devi and Valley of Flowers National Parks (1988)
Sundarbans National Park (1987)			Western Ghats (2012)	

The World Heritage Convention

The most significant feature of the 1972 World Heritage Convention is that it links together in a single document the concepts of nature conservation and the preservation of cultural properties. The Convention recognizes the way in which people interact with nature, and the fundamental need to preserve the balance between the two.

What the Convention contains

The Convention defines the kind of natural or cultural sites which can be considered for inscription on the World Heritage List.

The Convention sets out the duties of **States Parties** in identifying potential sites and their role in protecting and preserving them. By signing the Convention, each country pledges to conserve not only the World Heritage sites situated on its territory, but also to protect its national heritage and are encouraged to integrate the protection of the cultural and natural heritage into regional planning programmes, set up staff and services at their sites, undertake scientific and technical conservation research and adopt measures which give this heritage a function in the day-to-day life of the community. It explains how the **World Heritage Fund** is to be used and managed and under what

conditions international financial assistance may be provided.
It also encourages States Parties to strengthen the appreciation of the public for World Heritage properties and to enhance their protection through educational and information programmes.

Brief History
The idea of creating an international movement for protecting heritage emerged after World War I. The 1972 Convention concerning the Protection of the World Cultural and Natural Heritage developed from the merging of two separate movements: the first focusing on the preservation of cultural sites, and the other dealing with the conservation of nature.

Preserving cultural heritage
The event that aroused particular international concern was the decision to build the Aswan High Dam in Egypt, which would have flooded the valley containing the **Abu Simbel temples** , a treasure of ancient Egyptian civilization. In 1959, after an appeal from the governments of Egypt and Sudan, UNESCO launched an international safeguarding campaign. Archaeological research in the areas to be flooded was accelerated. Above all, the Abu Simbel and Philae temples were dismantled, moved to dry ground and reassembled.

The campaign cost about US$80 million, half of which was donated by some 50 countries, showing the importance of solidarity and nations' shared responsibility in conserving outstanding cultural sites. Its success led to other safeguarding campaigns, such as saving **Venice and its Lagoon (Italy)** and the **Archaeological Ruins at Moenjodaro (Pakistan)** , and restoring the **Borobodur Temple Compounds (Indonesia).**

Consequently, UNESCO initiated, with the help of the International Council on Monuments and Sites (ICOMOS), the preparation of a draft convention on the protection of cultural heritage.

Linking the protection of cultural and natural heritage
The idea of combining conservation of cultural sites with those of nature comes from the United States of America. A White House Conference in Washington, D.C., in 1965 called for a '**World Heritage Trust**' that would stimulate international cooperation to protect 'the world's superb natural and scenic areas and historic sites for the present and the future of the entire world citizenry'. In 1968, the '**International Union for Conservation of Nature**' (IUCN) developed similar proposals for its members. These proposals were presented to the 1972 United Nations conference on Human Environment in Stockholm.

Eventually, a single text was agreed upon by all parties concerned. The Convention concerning the Protection of World Cultural & Natural Heritage was adopted by the General Conference of UNESCO on 16 November. 1972.

The same General Conference adopted on 16 November 1972 the Recommendation concerning the Protection, at National Level, of the Cultural and Natural Heritage.

By regarding heritage as both cultural and natural, the Convention reminds us of the ways in which people interact with nature, and of the fundamental need to preserve the balance between the two.

Benefits of Ratification
The overarching benefit of ratifying the **World Heritage Convention** is that of belonging to an international community of appreciation and concern for universally significant properties that embody a world of outstanding examples of cultural diversity and natural wealth.

The **States Parties to the Convention**, by joining hands to protect and cherish the world's natural and cultural heritage, express a shared commitment to preserving our legacy for future generations.

The prestige that comes from being a State Party to the Convention and having sites inscribed on the **World Heritage List** often serves as a catalyst to raising awareness for heritage preservation.

A key benefit of ratification, particularly for developing countries, is access to the **World Heritage Fund**. Annually, about US$4 million is

made available to assist States Parties in identifying, preserving and promoting World Heritage sites. Emergency assistance may also be made available for urgent action to repair damage caused by human-made or natural disasters. In the case of sites included on the **List of World Heritage in Danger**, the attention and the funds of both the national and the international community are focused on the conservation needs of these particularly threatened sites.

Today, the World Heritage concept is so well understood that sites on the **List** are a magnet for international cooperation and may thus receive financial assistance for heritage conservation projects from a variety of sources.

Sites inscribed on the 'World Heritage List' also benefit from the elaboration and implementation of a comprehensive management plan that sets out adequate preservation measures and monitoring mechanisms. In support of these, experts offer technical training to the local site management team.
Finally, the inscription of a site on the World Heritage List brings an increase in public awareness of the site and of its outstanding values, thus also increasing the tourist activities at the site. When these are well planned for and organized respecting sustainable tourism principles, they can bring important funds to the site and to the local economy

Strategic Objectives of World Heritage List are the "Five Cs"

- Credibility
- Conservation
- Capacity-building
- Communication
- Communities

World Heritage List Nominations
Only countries that have signed the World Heritage Convention, pledging to protect their natural and cultural heritage, can submit nomination proposals for properties on their territory to be considered for inclusion in UNESCO's World Heritage List.

The Nomination process comprises these following steps

1) Tentative List
2) The Nomination File
3) The Advisory Bodies
4) The World Heritage Committee
5) The Criteria for Selection

Conceptual definition by UNESCO

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, **sustainable heritage tourism** should:

1. Make optimal use of heritage and environmental resources that constitute a key element in tourism development, maintaining essential ecological resources and helping to conserve heritage & biodiversity.
2. Respect the socio-cultural authenticity of host communities as an integral part of the heritage, conserve their built & living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation in and around the heritage sites.

Sustainable heritage tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it entail constant monitoring of impacts, introducing the necessary preventive

and/or corrective measures whenever necessary.

Sustainable heritage tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability, environmental and ecological aspects & issues and promoting sustainable tourism practices amongst them.

UNWTO Study on Tourism and Intangible Cultural Heritage

The World Tourism Organization (UNWTO), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 154 countries, 7 territories, 2 permanent observers and over 400 Affiliate Members.

The Key recommendations of the study were:

- Form partnerships with other key-players so as to ensure that the interests of all are taken into consideration, while simultaneously maintaining the authenticity and dynamism of the ICH in question.
- Support efforts to review, formulate and implement national legislation to:
- ensure that tourist guides are required to receive training and licenses, and that their fees are appropriate to their qualifications and experience;
- prevent the sale of sacred and culturally significant artefacts;
- protect the intellectual property rights of communities with regards to ICH products used in souvenirs and other items (such as traditional music CDs, food recipes, cosmetics and medicines);
- Introduce tax exemptions for socially responsible tourism businesses, particularly in their first year of operation.
- Provide input for statutory frameworks, especially in terms of the monitoring of tourism development;
- Manage the impact of tourism development on ICH so that all stakeholders can enjoy the benefits of engaging in ICH activities, performances and practices, while safeguarding core heritage values;
- Establish projects with communities, the heritage management sector and educational institutions to document ICH assets that are either disappearing or undergoing revitalisation/change;
- Support initiatives that follow international good practice for documentation, the use of information technologies and the communication of ICH values;
- Work with relevant stakeholders to devise strategies for the creation of new T&ICH products, improving links to existing products, and marketing products responsibly;
- Promote performances of local culture that provide useful information and do not disrespect core cultural values;
- Support the sale of ICH-related goods through official outlets and licensed retailers, such as museums, airports and hotel shops, with appropriate displays;
- Adopt and promote quality accreditation schemes for handicrafts;
- Participate in the design of specific principles to guide the management of tourism and intangible cultural heritage, given that current codes and charters do not deal with both subjects simultaneously.

Important Component-wise India's standing vis-a-vis Heritage Tourism

The following paragraph briefly discusses each component vis-a-vis India's standing

A. The natural components of heritage tourism

- ***Pristine unpolluted landscapes:*** Almost every district of the country presents landscapes that are unique, pristine, often mesmerising and picturesque, offering breath-taking visual pleasure to a traveller.

- ***Undulating mountains, gorges, and plateaus:*** The northern mountains-the mighty Himalayan range, the Purvanchal range, Western and Eastern Ghats, the Vindhya range, the Aravalli range, the Satpura range and the Neelgiri, Hills of the North East, deep gorges of the Himalayas, Eastern and the Western Ghats and the North East Hills and the Chotanagpur and Deccan plateau offer varies landscapes to travellers with varied interests.

- ***Waterfalls, streams, rivers, & canals:*** Some of the world's most spectacular water-falls are in India viz. Chitrakoot Falls (Chattisgarh), Jog falls (Karnataka), Wudru & Jonar Falls (Jharkhand) are some of them.

- ***Deserts & dunes:*** The great Indian Thar desert manifested as a natural barrier to invaders in the past has now become one of the most sought-after tourist destination in the country.

- ***Ocean & Sea and the pristine beaches:*** India is surrounded from three sides with Arabian Sea, Bay of Bengal, the Indian Ocean and the Andaman sea. Some of the breathtaking beaches are Kerala (like Kovalam), Goa (like Calangute, Anjuna, Vagator, Baga), Odisha (like Puri, Balasore and Gopalpur), Karnataka, Maharashtra, Tamil Nadu, Pondicherry, Andhra Pradesh and West Bengal beaches and the oceanic bio-sphere.

- ***Islands (both riverine & oceanic):*** Some of the most pristine and unique islands on the planet are in India viz. Andaman & Nicobar Islands, Lakshadweep, the Sunderbans and Majuli riverine islands, Sagar Island.

- ***Estuaries and backwaters:*** The estuaries of the Ganga i.e. the Sunderban delta estuaries, the Mahanadi Delta estuaries i.e. Bhitharkanika, the Mumbai estuaries, the Kerala backwaters, the Chilika, the Baga Creek, are unique eco-system.

- ***Rann areas:*** The great Rann of Kutch region of Gujarat is an unique eco-system. It is a salt marshland and habitat to various uniquely adapted species of flora & fauna.

- ***Forests and wilderness:*** India is house to innumerable forests and wilderness. As of 2010, the Food and Agriculture Organisation of the United Nations estimates India's forest cover to be about 68 million hectares, or 24% of the country's area. Presently there are 102 National Parks, 515 Wild Life Sanctuary, 47 Conservation Reserve, 4 Community Reserve and 35 Zoos which are habitat to innumerable species of flora & fauna preserving the rich bio diversity.

- ***Flora & fauna incl. manmade plantations:*** India is natural habitat for innumerable species of unique flora and fauna. It houses 3 biodiversity hotspots viz. the Western Ghats, the Himalayas and the Indo-Burma region. These hotspots have numerous endemic species. There are about 2,546 species of fishes (about 11% of the world species) found in Indian waters. About 197 species of amphibians (4.4% of the world total) and more than 408 reptile species (6% of the world total) are found in India. Among these groups the highest levels of endemism are found in the amphibian species. There are about 1,250 species of birds from India, with some variations, depending on taxonomic treatments, accounting for about 12% of the world species. There are about 410 species of mammals known from India.

The flora of India is one of the richest in the world due to a wide range of climate, topology and

environments in the country. It is roughly estimated by experts that there are about 15,000 species of flowering plants in India, which account for about 6% of the total plant species in the world. Due to availability of wide range of climatic conditions, India holds rich bio-diversity of flora. India covers more than 45,000 species of flora, out of which there are several species that are not found anywhere else. Since ancient times, use of plants as a source of medicines has been the inherent part of life in India. There are more than 3,000 officially documented plants in India that holds great medicinal potential. India comprises seven percent of world's flora. India is divided into main eight floristic regions namely - Western Himalayas, Eastern Himalayas, Assam, Indus plain, Ganga plain, the Deccan, the Malabar and the A&N.

B. Historic components of heritage tourism

- ***Archaeological, palaeological and mythological sites incl. undersea and sub-terrain sites:*** The country is richly endowed with innumerable sites of archaeological, paleological and mythological importance. Some of these sites are found in the deep forest, mountain caves, river beds, desert region while some sites have been found underwater like Dwarka and Sethusamudram. Similarly, there are also Bhimbetka rock shelters in central Madhya Pradesh and the Kupgal petroglyphs of eastern Karnataka, with Mesolithic and Neolithic remains. As of today, there are 32 UNESCO World Heritage sites in India out of which 25 are cultural sites and 7 are natural sites.

- ***Indian Scientific Heritage of excellence through the ages:*** India has remained the quintessence of scientific pursuits by humanity in its arrival on the planet. Science and technology in ancient and medieval India covered all the major branches of human knowledge and activities, including mathematics, astronomy, physics, chemistry, medical science and surgery, fine arts, mechanical and production technology, civil engineering and architecture, shipbuilding and navigation, sports and games

Ancient India was a land of sages, saints and seers as well as a land of scholars and scientists. Ancient India's contribution to science and technology include:

- Mathematics - Vedic literature is replete with concepts of zero, the techniques of algebra and algorithm, square root and cube root. Arguably, the origins of Calculus lie in India 300 years before Leibnitz and Newton.

- Astronomy - Rig Veda (2000 BC) refers to astronomy.

- Physics - Concepts of atom and theory of relativity were explicitly stated by an Indian Philosopher around 600 BC.

- Chemistry - Principles of chemistry did not remain abstract but also found expression in distillation of perfumes, aromatic liquids, manufacturing of dyes and pigments, and extraction of sugar.

- Medical science & surgery - Around 800 BC, first compendium on medicine and surgery was complied in ancient India.

- Fine Arts - Vedas were recited and recitation has to be correct, which gave rise to a finer study of sound and phonetics. The natural corollaries were emergence of music and other forms of performing arts.

- Mechanical & production technology - Greek historians have testified to smelting of certain metals in India in the 4th century BC.

- Civil engineering & architecture - The discovery of urban settlements of Mohenjodaro and Harappa indicate existence of civil engineering & architecture, which blossomed to a highly precise science of civil engineering and architecture and found expression in innumerable monuments of ancient India.

- Shipbuilding & navigation - Sanskrit and Pali texts have several references to maritime activity by ancient Indians.

- Sports & games - Ancient India is the birth place of chess, ludo, snakes and ladders and playing cards.

- Forts, Palaces and Luxurious building complexes-havelis: Some of most visually and opulently majestic palaces and forts in the world

are located in India: Scattered in the different parts of the country Red Fort, Falaknuma Palace, Umaid Bhavan, Jaipur Palace, Chittorgarh Fort, Jaisalmer Fort, Bikaner Fort, Golconda Fort are some of the examples this majestic legacy.

- Monuments and other man-made structures like bridges, minarets, observatories, docks and railways etc.: Structures like the Qutub Minar-Delhi, Vijay Stambh-Chittorgarh, Hawa Mahal in Jaipur and Victoria Memorial in Kolkata and Darjeeling Himalayan Railways-Darjeeling and Nilgiri Toy train- Ooty are examples of this form.

- City-architecture and decorated structures and gardens: Places like Victoria Terminal, GPO Building-Kolkata, Writers' Building-Kolkata, Parliament and Presidents House in New Delhi, along with gardens like Saheli ki Bagh in Rajasthan, Shalimar & Nishad Gardens in J&K, Krishna Rajendra Sarovar –Vrindavan Garden in Mysore are some of the examples.

- Places of Worship and other important structures with past historical linkages : India is a land of temples and mosques, gurudwaras, churches and stupas. Every state, every district has something to offer to a traveller with a distinctive place of worship having some historical background.

- Village/ rural architecture/ local vernacular architecture: Rural areas of India have preserved a great lot of cultural heritage in terms of traditional architecture, construction material used, local understanding/ traditional knowledge of construction and local vernacular architecture.

- Transport items used in the past – vintage items: Carts, Chariots, Haudas, Boats, canoes, Caravans & vintage cars etc. can be found perfectly preserved at Palaces/ Forts and archaeological sites strewn throughout the country that throw light on lives of people of the by-gone era.

- Remains of age-old daily use items incl. tools & tackles: Prehistoric tools, utensils, items of daily use like grain crusher can be found in sites of every era.

- Remains of currency, jewellery, manuscript, utensils, etc.: Many sites have provided remnants of terracotta coins, stamps, tablets, utensils, jewellery, figurines and shards of seal and currency used during these times offering rare glimpse of the lifestyle of the people.

C. Cultural components of heritage tourism

- Uniqueness of people (incl. tribes and ethnic groups) along with their values, ethics, morals, beliefs, languages and dialects: India is a milieu of multitude of ethnic groups, tribes, population. Roughly, India houses roughly over 220 ethnic groups and around 550 ethnic tribes, apart from innumerable communities with linkages with outside world, each having their own customs, traditions, values, beliefs, philosophy, rituals, attire, art & craft, lifestyle and cuisine. This enormous diversity of humans within a single landmass has inspired coinage of the term 'Unity in Diversity'.

- Religion/ philosophy/ theology: India is a land of birth of some of the oldest religions practices uninterrupted till today and enlightening the world. Prominent among these are Hinduism, Buddhism, Jainism, Sikhism. Other prominent religious faiths practiced in the country are Christian, Islam, Zorostrainism, Judaism and Baha'i Faith. Many saints have appeared on this sacred soil. From the immortal sages who have created the Vedas, the Upanishads and the Vedantas to the Adi Sankararachrya, Raman Maharishi, Patanjali, Ramanuja, Buddha, Mahaveera, Tulsidas, Kabirdas, Surdas, Meera Bai, Sri Chaitanya Mahaprabhu, Ramakrishna Paramhamsa, Swami Vivekananda, Rishi Aurobindo to name a few, have illuminated the path of Indian society with knowledge and philosophy of universality of humankind.

- Royal/ Zamindar families & Babus: The royal families, with illustrious past and hereditary properties, have come forth in the quest for imparting a touch of royalty to Indian tourism. Many have transformed their Royal/ Zamindar families & palaces and havelis into star category heritage hotels making royal palaces and gardens available for events as well as heritage star category accommodation for luxury seeking traveller. Some have been converted into heritage museum

- Heritage Sports of India: Since time immemorial, the country has seen advent of a number of heritage sports that include Polo, Indian Chess, Kabaddi, Kho-Kho, country boat race, archery, horse-animal riding based games, animal-cart/ chariot racing, etc., to name a few. Some of these games are still practiced and played as traditional sports in certain pockets of the country

- Customs, tradition, rituals & practices and associated accessories/ utensils:The diversity of Indian society has given rise to innumerable yet unique customs and traditions. Forms of Yoga, meditation, ayurveda-unani-siddha traditional medicine system, martial art forms, holistic healing and rejuvenation, body-building and exercises, rural sports and games all have developed in this land over thousands of year and stands time-tested methods with tremendous potential.

- Art & Culture (both, performing & non-performing) (mainstream & folk) – song-lyrics, music, musical-instruments & accompaniments, dance and its attire, literature, theatre, film: Music, Musical instruments, dance and attire are an integral part of any family in India, right from birth till death. Similarly, Films form an important part of public entertainment as well as an integral part of social psychology build-up. India witnessed intense works of some of the most creative and original filmmakers of the world in the past century. Their legacy and heritage needs to be passed on to the future progeny in the form of knowledge sharing and educating.

- Traditional knowledge & wisdom: With a history as old as the dwelling of human beings on this planet, the country is a rich repository of traditional and ethnic knowledge and wisdom passed on from generation to generation among the tribal or ethnic groups. The rural techniques of agriculture, pest management, fertiliser application etc has evolved in this land in synchronisation with its local population and their capabilities

- Stories/ folklores/ local tales: Indian societies are rich repertoire of folklores, local tales and stories. Each society has its unique form of local tales and stories.

- Melas, Fairs & festivals:Over 300 fairs and festivals are organised in different parts of the country every year. Some events are regarded as one of the largest aggregation of humanity on earth like the Maha Kumbha Melas, where lakhs of tourists, devotees and pilgrims congregate for religious purpose. Similarly, Sagar Mela on Makar Sankranti is a congregation of masses in large number for religious purposes, so is Eid celebrations in different parts of the country.

- Handicraft: India is also a land of rich variety of handicrafts on different materials. In India, innumerable fine and artistic crafts are hand-made painstakingly by the artisans, in cases for months together for a single piece of object with traditional tools & tackles. Materials used for craft making varies from place to place, community to community and region to region. Stones, wood, metal, paper mache, fibre-cotton-jute-silk-wool, leather, clay, ceramics, glass, etc. are extensively used for making innumerable beautiful and bright crafts.

- Dress types, handloom & textile, clothing and accessories: Since the times of early humans this land has seen evolution of handloom and production of some of the finest textiles in the world like Muslin. Fibres like cotton, silk, muga, eri, tussore, jute etc are extensively used for handloom based textiles with traditional motifs and designs/ patterns. With the advent of power loom modern fabrics are in use. Intricate and finely crafted stitched & crocheted Kalamkari, Zari work and embellishments are a hallmark of luxurious Indian traditional attire imparting a sense of exclusivity to the user. Various handloom & textile clusters have been promoted by the Government towards upgradation and upliftment of the craft and the craftsmen.

- Lifestyle-fashion: The varied daily lifestyle of Indian population from the morning till late night is in itself an intricate maze of rituals, habits, faith, values, ethics and attitudes, and journey of individuals and families, individually and collectively within the family unit, all culminating into a 24-hour span of diverse activities. Every community and sub-communities have their own specialty in terms of lifestyle.

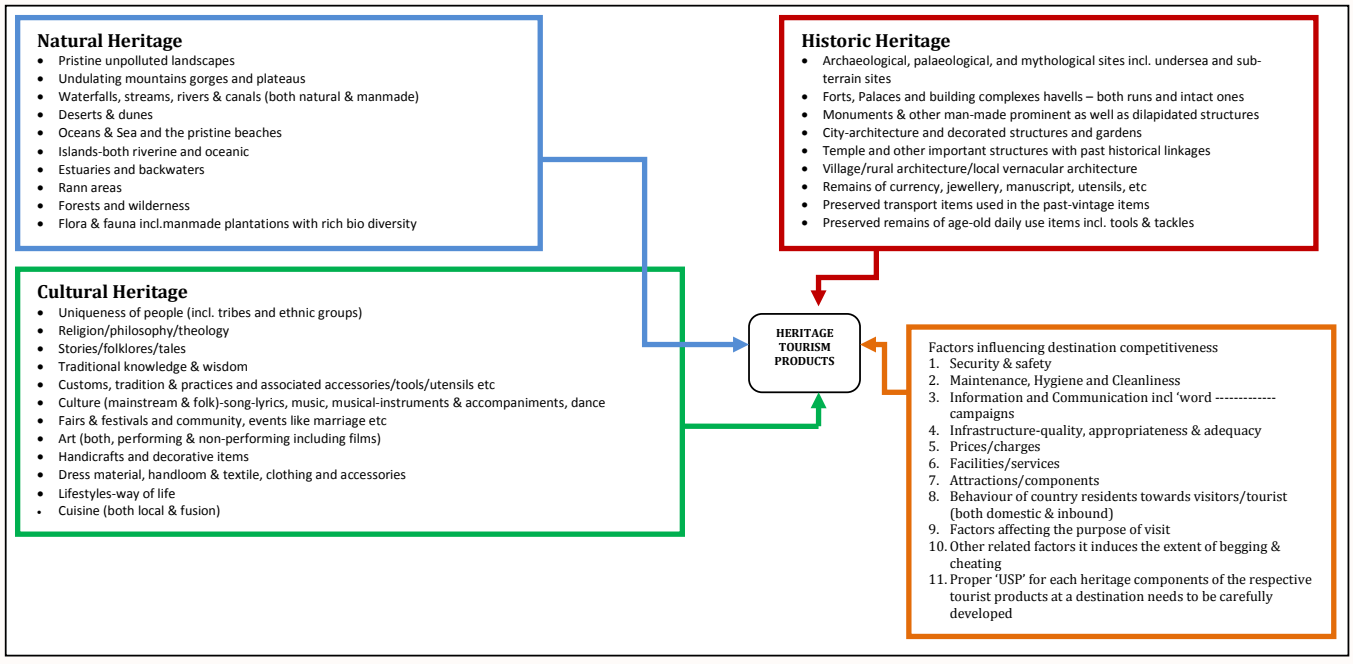
- Cuisine, local foods & fusion foods:Indian

traditional food has been far and wide appreciated for its fabulous use of herbs, spices, colour and texture. Indian cuisine is known for its large and varied assortment of dishes. The cooking style varies from region to region. India is quite famous for its diverse multi-cuisine available in a large number of restaurants and hotel resorts, which is reminiscent of the theme of 'unity in diversity'.

- The staple food in India includes wheat, rice and pulses with chana (Bengal Gram) being the most important one. Fish, egg, chicken and mutton also form a major portion of staple for a sizable population in various states. Some of the regional cuisines are Bengali cuisine, Guajarati cuisine, Kashmiri cuisine, Mughlai cuisine, Odissi cuisine, Hyderabadi cuisine, Awadhi cuisine, Pujabi cuisine, Rajasthani cuisine, Goanese cuisine, Konkanese cuisine and South Indian cuisine, apart from the Fusion cuisine bringing in best of all worlds.

In modern times Indian cuisine has changed with adaptations and modifications. In the last decade, as a result of globalisation, a lot of Indians have travelled to different parts of the world and vice versa and there has been a massive influx of people of different nationalities in India. This has resulted in Indianisation of various international cuisines. Today, in all big metro cities one can find specialised food joints of international cuisines. Global fast food chains have also got presence in this space.

Thus, it is established beyond any doubt that on all the heritage components, the country has immense possibilities to offer, not only to the foreign tourists but also to the domestic tourists, in terms of variety and choice of tourist products and services. The following diagram depicts the multitude of intertwined facets of heritage tourism.



Factors Influencing International Destination Competitiveness

The research findings from different studies regarding the determinants/indicators of tourism destination competitiveness share some common features. The factors are depicted as follows:

1) Security & safety

2) Maintenance, Hygiene and Cleanliness

3) Information and Communication incl. 'word-of-mouth' campaigns

4) Infrastructure – quality, appropriateness & adequacy

5) Facilities/ services

6) Attractions/ components

7) Prices/ charges

8) Behaviour of country residents towards visitors/ tourists (both domestic & inbound)

9) Factors affecting the purpose of visit

10) Proper 'USP' for each heritage components of the respective tourist products at a destination needs to be carefully developed

11) Other related factors

VIII. Competitiveness of India as an International tourist destination

The competitiveness of Indian tourism industry as discussed above is based on observations of the author. It reveals a very good position of India vis-a-vis natural resources, multi cultural heritage, medical facilities as well as price competitiveness but India is lacking on the fronts of safety and security, maintenance, hygiene and cleanliness, infrastructure, connectivity, information and communication, manmade attractions and behavioural pattern of host-country residents.

Important Highlight of Indian Tourism

- The number of Foreign Tourist Arrivals (FTAs) in India during 2013 increased to 6.97 million as compared to 6.58 million in 2012. The growth rate in FTAs during 2013 over 2012 was 5.9% as compared to 4.3% during 2012 over 2011. The growth rate of 5.9% in 2013 for India was better than growth rate of 5% for the International Tourist Arrivals in 2013.

- The share of India in international tourist arrivals in 2013 was 0.64%, India's rank in international tourist arrivals declined to 42nd, in 2013, from 41st in 2012. India accounted for 2.81% of tourist arrivals in Asia Pacific Region in 2013, with the rank of 12th.

- About 91.0% of the FTAs entered India through air routes followed by 8.5% by land routes and 0.5% by sea routes. Delhi and Mumbai airports accounted for about 52.8% of the total FTAs in India. The top 15 source markets for FTAs in India in 2013 were USA, UK, Bangladesh, Sri Lanka, Russian Fed., Canada, Germany, France, Malaysia, Japan, Australia, China (Main), Singapore, Thailand and Nepal. These 15 countries accounted for about 70.72% of total FTAs in India in 2013.

- Tourism continues to play an important role as a foreign exchange earner for the country. In 2013, foreign exchange earnings (FEE) from tourism were US$ 18.45 billion as compared to US$ 17.74 billion in 2012, registering a growth of 4.0%.

- Number of domestic tourist visits in India during 2013 was 1145.28 (P) million as compared to 1045.05 million in 2012, with a growth rate of 9.6 %.

- Number of Indian national departures from India during 2013 was 16.63 million as compared to 14.92 million in 2012, registering a growth rate of 11.4%.

INDIA'S POSITION IN WORLD

1.	Share of India in International Tourist Arrivals	0.64%
2.	India's rank in World Tourist Arrivals	42
3.	Share of India in International Tourism Receipts	1.54%
4.	India's rank in World Tourism Receipts (As per RBI s estimate)	16

INDIA'S POSITION IN ASIA PACIFIC REGION

1.	Share of India in Tourist Arrivals	2.81%
2.	India's rank in Tourist Arrivals	12
3.	Share of India in Tourism Receipts	US$ 5.14%
4.	India's rank in Tourism Receipts (As per RBI's estimate)	8

(iii) Asi

A 'SWOT Analysis' of Indian tourism industry based on the interpretations of primary as well as secondary data:

SWOT Analysis of Indian Tourism Industry

Strengths	Weakness
➢ Treasure trove of natural, cultural & historical or man-made heritage ➢ Competitive Prices/ charges ➢ Good Facilities • Medical facilities ➢ Innumerable Attractions • festivals & fairs • historical monuments • event/ exhibitions • multi-cultural heritage • Colourful fabric of the country in 'Unity-in-Diversity' • potential to be international destination ➢ Diverse reasons as 'Purpose of visit' • Natural resources (Beauty) • Pristine locations/ spots • Diverse activities and engagements • Religious/ spiritual places • 'UNESCO' World Heritage sites • Products & components spanning all ages	➢ Safety and Security ➢ Maintenance of hygiene & Cleanliness ➢ Information and Communication ➢ Infrastructure ➢ Facilities • Banking and Financial System • Accommodation Quality • Availability of desired food ➢ Attractions • Limited scope as Shopper's Paradise • Climate and Weather – flood/ cyclone • Games and Activities – limited scope • Nightlife - restrictions • Potential to be international destination is restricted ➢ Value system & Behavior of Country residents ➢ Purpose of visit • Tourism Infrastructure -Accessibility to remote tourist spots limited ➢ Other Factors -Corruption -Terrorism • Begging/ Cheating/ Fraud/ Robbery
Opportunities	**Threats**
➢ Shift of the global tourist arrivals from developed economies to emerging economies ➢ Good prospect for specialised niche-tourism • Leisure • Ayurveda and holistic healing, • Meditation-spiritual, • Healthcare, • Adventure sports etc.	➢ Lack of mega 'man-made' sustainable attractions gives an edge to the competitors ➢ Continuous decline in the global and Asia-Pacific Ranking ➢ Incidents of Communal disturbances ➢ Frequent depreciation of Rupee ➢ Threat posed by terrorists attacks

Inter-linked, Multi-Disciplinary & Integrative-Sustainable Tourism Model and the Way Ahead

It is necessary to have a synergistic, multi-institution focussed approach towards identification, planning and development of tourism products and services, in collaboration with tourism ministry, ministry of culture and other related ministries, having heritage as the core driver of tourism industry in the country.

- Detailed identification and cataloguing (including digital cataloguing) of heritages across India
- Preserving and restoring the existing heritage assets of the country
- Planning, designing and creating new heritage assets for the future generations
- Efforts for creating mass-awareness with aim of delivering proper cognitive and affective messages to the society, at large, to elicit the appropriate behavioural results vis-à-vis country's treasured heritage and cultural assets
- Linked-cluster approach toward augmentation of heritage tourism
- Networked approach instead of sporadic/ scattered approach including the rural areas
- Poverty alleviation, education and healthcare in rural backward communities and tribal areas of India through tourism programmes/ schemes making heritage based tourism activities and promotion of the same as a delivery vehicle for development to these areas

With the increase in geo-political importance of India, it is envisaged that flow of inbound as well as outbound tourist will increase leading to more economic activities via tourism products and service exchanges among the nations and India.
A pertinent question to ask at this critical juncture is – Is India prepared to handle this surge? If yes, then to what extent? How then can Indian Heritage, culture and legacy be packaged to deliver a sustainable & inclusive tourism product & services for optimising earnings by the governments and the society?

A thorough understanding of the entire tourism industry, its dynamics, its linkages, its value-chain, its competence, its offerings, brand-value of each product, value perception of each product and service, its image, its demand-supply scenario, its product-service combinations and their level of attractiveness to both local and global visitors and needs for further augmentation of product-services-infrastructure on a continuous basis, throughout the country as well as global tourism hot-spots abroad, to effectively benchmark against the best and to learn the best practices in vogue.

Towards this end ICAI with the rich pool of qualified and experienced CMAs can chip in their knowledge and understanding, by roping in their regional and chapters which then can be deployed as a real-time monitoring, measuring and evaluation outfit for the central government and thus enable the Government to monitor real-time the ground realities and its dynamics and identify the areas of improvement for this tourism sector in the country, in collaboration with prominent branding & image consultants and tourism marketing consultants.

Another approach could be to undertake development and promotion of location-specific tourism clusters with focus on rural and community based eco-tourism driven products with carefully selected heritage components at the core of the tourism products & services and support infrastructure.
Tourism Clusters are considered as management and marketing tools and they are tremendously

effective in local development systems. The key points of their contribution in the local development considered as:

- Local development seldom takes place in isolation but is systemic. The notion of a cluster as a 'reduced scale innovation system'.

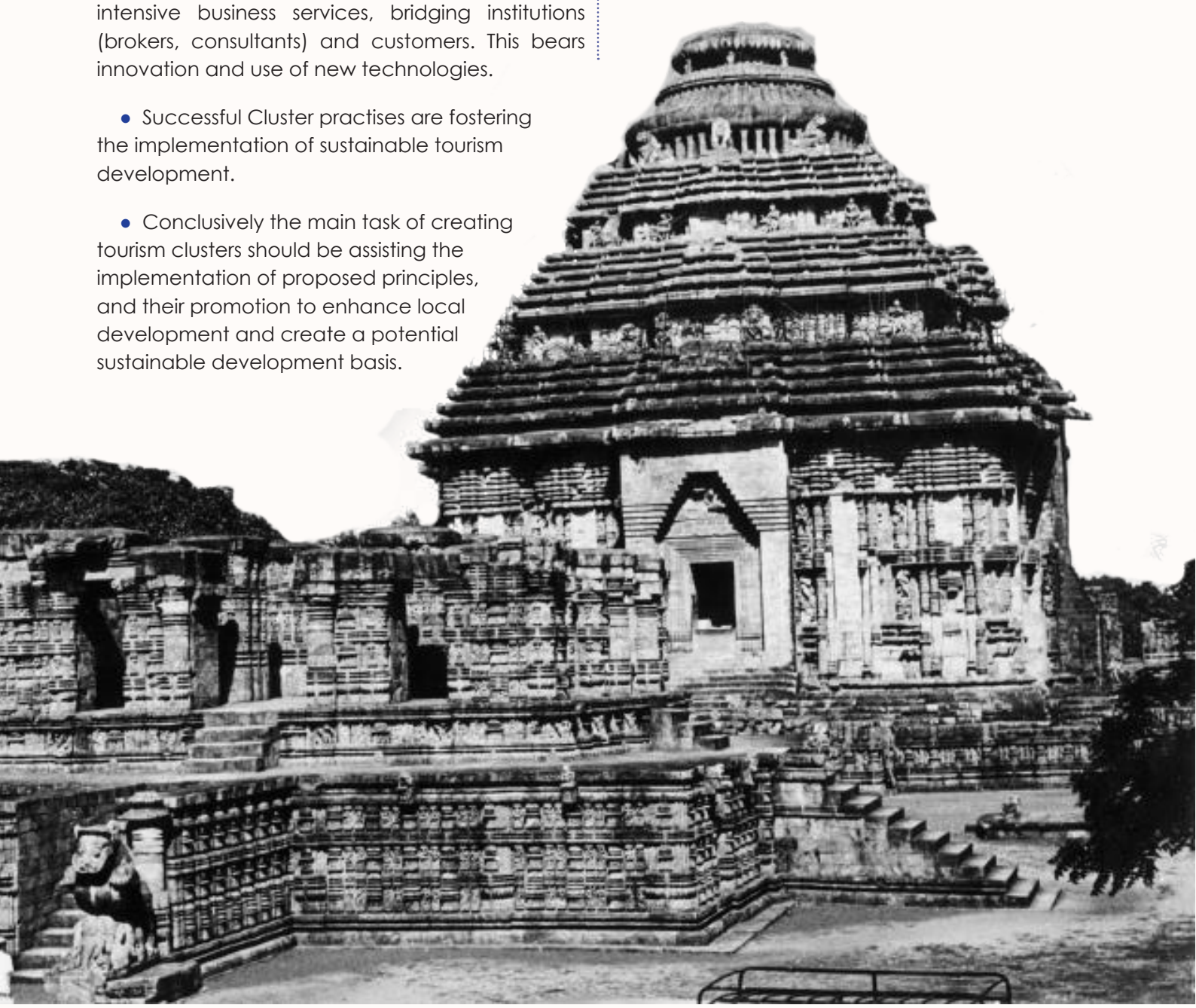
- Clusters are networks of production of strongly interdependent firms linked to each other in a value-adding production chain.

- Clusters mostly encompass strategic alliances with universities, research institutes, knowledge-intensive business services, bridging institutions (brokers, consultants) and customers. This bears innovation and use of new technologies.

- Successful Cluster practises are fostering the implementation of sustainable tourism development.

- Conclusively the main task of creating tourism clusters should be assisting the implementation of proposed principles, and their promotion to enhance local development and create a potential sustainable development basis.

To integrate, formulate, coordinate and deliver this massive country-wide effort, an '**Apex Nodal Body**', in the lines of National Human Rights Commission, which may be christened as '**Indian Heritage Commission**' may be constituted and appropriately mandated, with representation from multi-disciplinary faculties and expertise as required for this purpose. It will also have State specific chapters in the first phase (1-2 year's time frame), and then extended upto the block and GP level at a later phase (2-3 year's timeframe).



The Government's Role

Culture & Heritage plays an important role in the development of any nation. It represents a set of shared attitudes, values, goals and practices. Culture and creativity manifest themselves in almost all economic, social and other activities. A country as diverse as India is symbolized by the plurality of its culture.

The plurality and multiplicity of the Indian Culture is evident to the whole World as India has one of the world's largest collections of songs, music, dance, theatre, folk traditions, performing arts, rites and rituals, languages, dialects, paintings and writings that are known, as the 'Intangible Cultural Heritage' (ICH) of humanity. Thus, on this premise was born the philosophy and the concept of having academies of national importance. The year 1950 was a landmark to an epoch-making decade in India's history, since that was the year India declared itself as a sovereign republic. The Planning Commission of India was set up on 15 March 1950. This Commission in its very first plan envisaged that ***cultural heritage and culture, per se,*** is integral to the Planning process as a whole. That it is intrinsic to the concept of planned national development.

With every subsequent Plan periods, the Government of India founded a number of institutions that determined its cultural policy and also thereby determined, for several other agencies, the dominant paradigms for the 'arts & culture' field as a whole. Among the major ones are the Indian Council of Cultural Relations (1950), the Sangeet Natak Akademi (1953), the National Museum, the Sahitya Akademi, the National Gallery of Modern Art and the Lalit Kala Akademi (all set up in 1954, following a Parliamentary Resolution initiated by India's first Prime Minister, Jawaharlal Nehru and first Education Minister, Maulana Azad), the Film Institute of India (1959), the National School of Drama (1959) and the National Institute of Design (1961).

The role of these cultural institutions fits mainly within a very different concept of cultural nationalism. In brief, national cultural policy, as guided by the Planning Commission of India, in the period right after Independence adhered to the following five definitional criteria:

- First, that India's cultural policy presumes that India's cultural resources, represented by the artisans, stakeholders, practitioners and craftsmen, are a repository of national resources as well, and as such are central to the very enterprise of nationalism, informing all of its programmes.
- Second, that they contribute a crucial component to India's nationalist project of identifying and protecting its national heritage.
- Third, while the protection and sustenance of the artisan has a cultural justification as representative of national heritage, it is nevertheless its economic component that gives it such visibility and has to be adequately dealt
- Fourth, that the administrative elements of culture that arise from such a cultural policy therefore most directly impact the field of education
- And five, that under the Nehruvian Socialism, the philosophy of then cultural policy sought a synergy between the support and development of artisanal practices on the one hand and the stated nationalist goals of industrialism and the emphasis on science and technology on the other.

Based on these guiding principles Government of India has formulated and undertaken several measures to take care of the development of Tangible/Intangible Arts of the State. After ratification of the Convention of Safeguarding of the Intangible Cultural Heritage in 2005, Government has placed further serious efforts through its various agencies, Semi-Government agencies, and Regional Government agencies, NGOs that support the elements of Intangible Cultural Heritage by various ways for their growth, sustenance, visibility, and development.

The intangible cultural heritage constitutes a set of living and constantly recreated practices, knowledge and representations enabling individuals and communities, at all levels, to express their broad conception through systems of values and ethical standards. The following multi-pronged system has been delineated to safeguard the Intangible cultural heritage of India:

- At the National level: Academies (Sangeet Natak Akademi, Sahitya Akademi & Lalit Kala Akademi), autonomous bodies (Like I.C.C.R.), Subordinate Bodies (Like Anthropological Survey of India) and various autonomous institutions, missions and surveys are constituted
- At the State level: various Zonal Cultural Centres, covering the states of India zone wise, are ordained- East Zone, North Zone, North Central Zone, South Central Zone, South Zone and the West Zone Creates among communities a sense of belonging and continuity by fostering community participation at regional, district and grassroots level

Govt. Initiatives - Tourism Schemes of Ministry of Tourism, GOI.

a. **Guidelines for Assistance to Central Agencies Tourism Infrastructure Development**

Development of tourism infrastructure at tourism destinations could create a critical mass for achieving its targeted objectives and other socio-economic benefits to the society. The wholistic development of tourism infrastructure at all important tourist destinations through Central Financial Assistance to the States/UTs may not be possible since, many of the potential destinations are under the jurisdictions/ control of Central Agencies like ASI, Port Trusts in India, ITDC etc. and the overall development of places of tourist interest under their control may not be possible through their own resources and may require convergence of resources, expertise and experience for maintenance and management after development. In order to remove these shortcomings and to bring in the active participation of the Central Agencies, who own the assets of tourist interest and have potential, could be development, it is proposed to promote places of tourist interest under the control of the Central Agencies. The developmental work under this Scheme taken up by the Central Agencies should follow prescribed norms and the monuments/ structure should be restored to its original form/ condition. The restoration work should be done by the expert/specialized agencies duly approved by Central Agencies like ASI, Port Trust, ITDC etc. under their supervision.

b. **Product/Infrastructure Development for Destinations and Circuits**

The Ministry of Tourism extends Central Financial Assistance to the State Governments/Union Territory Administrations for tourism projects identified in consultation with them for the improvement of existing tourism products and also for developing new ones. Under the Centrally Sponsored Scheme of Product / Infrastructure Development for Destinations and Circuits, 100% Central Assistance is given for development of destinations/ circuits including mega projects to world standard and also for rural tourism infrastructure development. The Ministry of Tourism provides financial assistance up to Rs. 5.00 crore for the development of Destinations and Rs. 8.00 crore for Circuits. The upper limit of financial assistance has been increased to Rs. 25 crore and Rs. 50 crore for development of identified mega destinations and circuits respectively.

Under the schemes to promote rural tourism in the country, the thrust is for development of tourism infrastructure at the identified rural tourism sites so that socio-economic benefits percolate down to the rural community. A maximum of Rs. 50.00 lakh is sanctioned for each project under this scheme for development of tourism related infrastructure.

c. **Development of Mega Destinations, Mega Attractions, Products and Interlinked-Circuits**

The Ministry of Tourism has taken a policy initiative to develop the tourist destinations / circuits of national importance in a holistic and integrated manner. The objective is to ensure that the infrastructure of these mega destinations / circuits is developed to the extent that it can cater to the future tourist inflows so that visitors get a satisfying and memorable experience. The Ministry has identified 29 mega projects for development.

The list of State-wise identified mega projects are given below:

State/UT	Mega Projects (Destinations / Circuits)
Andhra Pradesh	Tirupati Heritage Circuit
	Kadapa Heritage Circuit
	Charminar area , Hyderabad-Destination
Bihar	Bodhgaya-Rajgir-Nalanda Circuit
Chhattisgarh	Jagdalpur-Tirathgarh-Chitrakote-Barsur-Dantewada Circuit
Delhi	Illumination of Monuments Circuit
Goa	Churches of Goa (Integrated Development of Infrastructure for Heritage and Hinterland Tourism) Circuit
Gujarat	Dwarka-Nageshwar-Bet Dwarka Circuit
Haryana	Panipat-Kurukshetra-Pinjore Circuit
	Panchkula-Yamunanagar (Haryana)-Paonta Sahib (Himachal Pradesh) Circuit
Himachal Pradesh	Eco and Adventure Circuit (Kullu-Katrain-Manali)
Jammu & Kashmir	Spiritual Destination of Leh-Ladakh
Karnataka	Hampi Circuit
Kerala	Muziris Heritage and Culture Circuit (Trissur and Ernakulam Districts)
Madhya Pradesh	Spiritual and Wellness Destination of Chitrakoot
Maharashtra	Vidarbha Heritage Circuit
	Aurangabad-Destination
Orissa	Bhubaneswar-Puri-Chilka Circuit
Puducherry	Puducherry –Destination
Punjab	Amritsar-Destination
Rajasthan	Ajmer, Pushkar–Destination
	Desert Circuit (Jodhpur-Bikaner-Jaisalmer)
Sikkim	Gangtok-Destination
Tamil Nadu	Mahabalipuram–Destination
	Pilgrimage Circuit (Madurai-Rameswaram-Kanyakumari)
Uttarakhand	Haridwar-Rishikesh-Muni Ki Reti Circuit
Uttar Pradesh	Agra Circuit
	Varanasi-Sarnath-Ramnagar Circuit
West Bengal	Ganga Heritage River Cruise Circuit

d. **Scheme for Organizing Fair & Festival and Tourism related events (DPPH)**

The Department of Tourism shall provide financial assistance to State Governments / UT Administrations for organizing fairs / festivals and tourism related events such as seminars, conclaves, conventions etc. for the promotion of tourism.

e. **Central Financial Assistance to Information Technology (IT)**

The Ministry of Tourism has introduced this scheme with a view to ensure tourism infrastructure development through financial assistance of the Ministry, like illumination/ preservation of monuments, development of cruise terminals etc. Financial assistance is extended to the Central Agencies like Archaeological Survey of India, Port Trust of India, and ITDC etc. who own / manage the assets.

f. **Scheme for Organizing Fair & Festival and Tourism related events (DPPH)**

The Department of Tourism shall provide financial assistance to State Governments / UT Administrations for organizing fairs / festivals and tourism related events such as seminars, conclaves, conventions etc. for the promotion of tourism.

g. **Scheme of Rural Tourism**

Tourism growth potential can be harnessed as a strategy for Rural Development. The development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India, where almost 74% of the population resides in its 7-million villages. Across the world the trends of industrialization and development have had an urban centric approach. Alongside, the stresses of Urban lifestyles have led to a "counter-urbanization" syndrome. This has led to growing interest in the rural areas. At the same time this trend of urbanization has led to falling income levels, lesser job opportunities in the total areas leading to an urbanization syndrome in the rural areas. Rural Tourism is one of the few activities which can provide a solution to these problems. Besides, there are other factors which are shifting the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. In the developed countries, this has resulted in a new style of tourism of visiting village settings to experience and live a relaxed and healthy lifestyle. This concept has taken the shape of a formal kind of Rural Tourism.

Under this Scheme, thrust will be to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions. Key geographic regions would be identified for development and promotion of Rural Tourism. The implementation would be done through a Convergence Committee headed by the District Collector. Activities like improving the environment, hygiene, infrastructure etc. would be eligible for assistance. Apart from providing financial assistance the focus would be to tap the resources available under different schemes of Deptt. of Rural Development, State Govts. and other concerned Departments of the Govt. of India.

h. **Scheme for support to Public Private Partnership in Infrastructure Development (Viability Gap undoing)**

The Scheme for Financial Support to Public Private Partnerships (PPPs) in Infrastructure. It will be a Plan Scheme to be administered by the Ministry of Finance. Suitable budgetary provisions will be made in the Annual Plans on a year-to year basis.

Empowered Committee means a Committee under the Chairmanship of Secretary (Economic Affairs) and including Secretary Planning Commission, Secretary (Expenditure) and the Secretary of the line Ministry dealing with the subject.

Empowered Institution means an institution, company or inter-ministerial group designated by the Government for the purposes of this scheme.
Lead Financial Institution means the financial institution (FI) that is funding the PPP project, and in case there is a consortium of FIs, the FI designated as such by the consortium;

Private Sector Company means a company in which 51% or more of the subscribed and paid up equity is owned and controlled by a private entity;
Project Term means the duration of the contract or concession agreement for the PPP project;

Public Private Partnership (PPP) Project means a project based on a contract or concession agreement, between a Government or statutory entity on the one side and a private sector company on the other side, for delivering an infrastructure service on payment of user charges;
Total Project Cost means the lower of the total capital cost of the PPP Project: (a) as estimated by the government/statutory entity that owns the project, (b) as sanctioned by the Lead Financial Institution, and (c) as actually expended; but does not in any case include the cost of land incurred by the government/statutory entity; and

Viability Gap Funding or **Grant** means a grant one-time or deferred, provided under this Scheme with the objective of making a project commercially viable.

i. **Golf Tourism**

'Ministry of Tourism, Government of India endeavours to work as a catalyst and active supporter for the development of Golf Tourism in the country. Sports tourism in India is gaining interest, especially after the successful completion of Commonwealth Games 2010. One of the latest trends in golf tourism is the fact that there has been a recent surge in the interest levels amongst youth, the world over. India has several golf courses of international standards. Further, golf events held in India also attract domestic and international tourists. With international tourists expected to grow in the next few years, it is important that India has the right product to meet the need of the visitors. In order to tap this growing interest in golf tourism, Ministry of Tourism is creating a comprehensive and coordinated framework for promoting golf tourism in India, capitalizing on the existing work that is being carried out, and building upon the strength of India position as the fastest growing free market economy. Recognizing this potential to develop Golf as a niche tourism product for attracting both International and domestic tourists, the Ministry of Tourism, Government of India organized a one day Workshop on Promotion of Golf Tourism on 21 Jan 2011. The objective of this workshop was to evolve a road map for formulating strategies for development and promotion of golf tourism in India. Based on the outcomes of the Golf Tourism workshop, the Ministry of Tourism has drafted the Guideline for the Ministry of Tourism support to promote golf

j. **Polo Tourism**

India has rich historical ties with many of the sporting traditions including Polo. The game of Polo originated in India is one of the few countries in the world where this game is still preserved and practiced. The Kolkata Polo Club is the oldest Polo club in the world and is 150 year old. Therefore Polo can rightly be termed as "Heritage Sports" of India.

Tourism sector has immense potential in adding to the economic growth and socio-economic development in the country through its multiplier effect. The country can utilize its unlimited potential to develop the niche sectors like golf, caravan, polo, adventure sports etc. The sports sector has a major economic impact, contributing billions of dollars to the economy and scope for employment generation. The trend towards travel for the purpose of participating in some sports activity is both significant and growing in India worldwide.

With an objective to promote India as a 365 days destination and show case it as a multiple tourism attraction destination, the Ministry of Tourism has included promotion of Polo as a niche tourism product.

The Ministry of Tourism promotes Polo in collaboration with the Indian Polo Association and has drafted guideline identifying broad areas of support for promotion of this game as Niche Tourism Product. These guideline are presently under consideration.

k. **Rural Tourism**

The development of infrastructure in rural areas having potential for tourism is being supported under the existing scheme of destination development. The objective is to showcase rural life, art, culture and heritage at rural locations and in villages, which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment. The intention is to benefit the local community economically and socially as well as enable interaction between tourists and local population for a mutually enriching experience. Under this scheme, the thrust is to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions, thereby stopping the exodus from rural to urban areas. The Village Level Council (VLC) is the interactive forum for local community participation in work plan implementation, further supported by other community level institutions. For the visitor, whose expenditure creates revenue for host community service providers, rural tourism adds value through packaged programmes in art & craft imparted by skilled local artisans. Village entertainment groups unveil local history and culture, natural and oral treasures. The visitor thus comes face to face with India's rural traditions. So far, 153 rural tourism projects in 28 States/Union Territories have been sanctioned by the Ministry of Tourism including 36 rural sites where UNDP has supported for capacity building.

Marketing Initiatives

Globally recognized Incredible India brand, now supported by the Ministry's new Explore Rural India sub-brand, is strengthening the visitors' attraction to India as a multiple-interest, all-season destination targeting higher visitor yields.

Community participation in rural tourism has been strengthened through the site artisans' structured involvement in Dilli Haat, Mega Craft Mela in cities such as Bhubaneswar, Aurangabad etc., India@60 road-show in Singapore and Volvo Ocean Race in Cochin. Wide media 28 Annual Report 2009-10 and trade focus were also given at the World Tourism Mart (WTM) and International Tourism Bourse (ITB), the world's principal tourism forums.

At the '**India@60**' event in Singapore, as a unique first-time highlight, eight skilled artisans from four of the Ministry's UNDP-partnered rural tourism locations showcased their site attraction through impressive on-site art & craft demonstration and display. The eight participating artisans, many of those who travelled overseas for the first time, gained first-hand exposure to international competitive, merchandising and promotional practices. This enabled their extensive direct interface with the tourism trade, consumers, craft stores, corporate organizations, and the media.

The artisans from 5 rural tourism sites participated in the Pacific Asia Travel Association (PATA) Travel Mart held in September 2008 to showcase their arts & crafts.

Rural Eco-holidays: 15 rural tourism sites have been selected as rural eco-holidays sites for Visit India Year 2009. Under this marketing campaign of Visit India Year 2009 foreign tourists are offered one night stay with breakfast on complimentary basis in any one of the chosen rural eco-holiday site. The booking can be done through the Tour Operators approved by the Ministry of Tourism.

The project website www.exploreruralindia.org was upgraded, showcasing the first 29 sites of the Project's 36 sites which are now ready for marketing.

Recognition and Awards

CNBC Awaaz Travel Awardin 2008 was awarded tothe following two rural tourism sites:

(i) **Village Hodka, Distt. Kachchh, Gujarat** for Best Tourism Income Generating Community. (ii) **Village Naggar, Distt. Kullu, Himachal Pradesh for Tourism** site for Best Demonstrating Women Empowerment.

- World Travel Award for most Responsible Tourism Destination at WTM-2008, London.
- Ministry of Tourism (Incredible India) won the Global SASI (Shop America Salutes Innovation) Award Presented by National Geography Society for innovation in creating long lasting sustainable authentic shopping opportunities for travellers as well as residents of India.

I. **Cruise Tourism**

'Cruise Shipping' is one of the most dynamic and fastest growing components of the leisure industry worldwide. It is fast emerging as a new marketable product. India with its vast and beautiful coastline, virgin forests and undisturbed idyllic islands, rich historical and cultural heritage, can be a fabulous tourist destination for cruise tourists. With the Indian economy developing at a steady pace, middle class growing in number and increasingly possessing disposal incomes which could be spent on leisure activities, Indians could also take on cruise shipping in a big way.

The Cruise Shipping Policy of the Ministry of Shipping was approved by the Government of India on 26th June, 2008. The objective of the policy is to make India as an attractive cruise tourism destination with the state-of-the-art infrastructural and other facilities at various parts in the country; to attract the right segment of the foreign tourists to cruise shipping in India; to popularize cruise shipping with Indian tourists. The Ministry of Tourism has accordingly included promotion of Cruise Shipping under its "New initiatives".

A Steering Committee has been constituted under the chairmanship of Secretary (Shipping) that would act as a nodal body to address all issues regarding Cruise Tourism. Joint Secretary, Ministry ot Tourism is the Member Secretary of this Committee.

The Ministry of Tourism through its various schemes for Central Financial Assistance for development of tourism infrastructure in the country supports

initiatives like infrastructure development of port, purchase of ferries, development of river cruise circuits, etc

m. **Adventure Tourism**

Adventure travel involves exploration or travel to remote exotic areas. Adventure tourism is rapidly growing in popularity as a tourist seeks different kinds of vacations. Any constructive activity which tests the endurance of both a person and his equipment to its extreme limit is termed as Adventure.

Initiatives of Ministry of Tourism to Promote Adventure Tourism

- As per the policy for the diversification of tourism product of India, special attention is being given for the development of Adventure Tourism in the country. The Ministry of Tourism has also issued Guidelines for Approval of Adventure Tour Operators, which is a voluntary scheme, open to all bonafide adventure tour operators.
- The Ministry of Tourism has also formulated a set of guidelines on Safety and Quality Norms on Adventure Tourism as Basic Minimum Standards For Adventure Tourism Activities. These guidelines cover Land, Air and Water based activities which include mountaineering, trekking hand gliding, paragliding, bungee jumping and river rafting.
- Central Financial Assistance is being extended to various State Governments/ Union Territory Administration for development of Tourism Infrastructure in destinations including Adventure Tourism destinations These include facilities for trekking, rock climbing, mountaineering, aero-sports, winter/ water related sports, trekker huts, wildlife viewing facilities etc Financial assistance for purchase of water sports equipment consisting of kayaks, canoes, paddle boats, fibre glass boats, hovercrafts, water scooters, etc. are also provided to State Governments.
- The Indian Institute of Skiing & Mountaineering has been made fully operational in Gulmarg from January 2009. This institute now has its own building and all modern equipment and training facilities for adventure sports. Various adventure courses have been started and are being successfully run by this institute.
- The National Institute of Water Sports, another organistion of Ministry of Tourism based in Goa, is getting a new building and facilities upgraded for training in water sports activities.
- The Ministry is working with the Indian Mountaineering Federation and Adventure Tour Operators Association of India to explore positioning India as an Adventure Destination.
- Ministry of Tourism has been following up with concerned related Central Ministries with regard to facilitation for development of adventure tourism. As an outcome, the Government of India has given security clearance for opening of 104 additional peaks in Jammu and Kashmir (Leh Area) subject to stipulations and clearances form State Govt., Home Ministry and other concerned agencies. The opening of the additional peaks will help in positioning the Indian Himalayas as Adventure tourism destination

n. **Wellness Tourism**

- The potential of wellness systems, developed through centuries of wisdom of this ancient civilization would be fully tapped. This is being done by positioning India as a centre of Ayurveda, Yoga, Sidha, Naturopathy, etc. together with the spiritual practice that has been integral to the Indian way of life.
- Ministry of Tourism has drafted guideline for wellness tourism. These guidelines address issues regarding making available quality publicity material, training and capacity building for the service providers, partcipation in international & domestic Wellness related events, etc.
- Mushrooming of wellness centers in the country have given rise to the concern for quality service. The Guideline for Accreditation of wellness centers have been developed by National Board for Accreditation of Hospitals & Healthcare Services (NABH) in consultation with AYUSH and released during the workshop on wellness tourism organized by Ministry of Tourism on 15 Feb 2011.
- The Ministry of Tourism has also extended its Market Development Assistance (MDA) scheme to wellness tourism service providers including accredited wellness centers. Presently the wellness centers accredited by State Tourism Departments are also eligible for the MDA. After the accreditation guidelines of NABH is in place, all wellness centers seeking MDA would be asked

to be as close to the accreditation guidelines of NABH as possible.

- The initiative of accreditation of wellness centre by NABH and AYUSH has been greatly driven be the Ministry of Tourism as also consultation with the Wellness Tourism Service Providers, State Governments and other stakeholders.

o. **Medical Tourism**

Medical tourism (also called medical travel, health tourism or global healthcare) is a term used to describe the rapidly-growing practice of travelling across international borders to seek healthcare services. Services typically sought by travellers include elective procedures as well as complex surgeries, etc.

India holds advantage as a medical tourism destination due to following factors:

- Most of the doctors and surgeons at Indian hospitals are trained or have worked at some of the medical institutions in the US, Europe, or other developed nations.
- Most doctors and nurses are fluent in English.
- Top -of-the-line medical and diagnostic equipment from global international conglomerates is available at many Indian hospitals.
- Indian nurses are among the best in the world. Nearly 1000 recognized nurses-training centers in India, mostly attached to teaching hospitals, graduate nearly 10,000 nurses annually.
- Even the most budget-conscious traveller can afford first-rate service and luxury amenities

Initiatives of Ministry of Tourism to promote Medical Tourism

Dedicated exhibition space for Medical Tourism in ITB, Berlin

In order to promote the positioning of India as a Medical destination and increase the presence of the medical fraternity in the international travel exhibitions, a dedicated space of 4 sq m. was provided to the medical fraternity within the India Pavillion at ITB Berlin.

Road shows for promotion of Medical Tourism

Road shows focusing on Medical Tourism are a continuous process and are organized in consultation with the Stakeholders from time to time. The last road show was organised in West Asia (Dubai, Riyadh, Kuwait and Doha) in October 2009 which was led by the Minister of State for Tourism.

Production of Publicity Material

Brochure, CDs and other publicity materials to promote Medical and health tourism have been produced by Ministry of Tourism and have been widely circulated for publicity in target markets.

Fiscal Incentives Provided by Ministry of Tourism for Development of Medical Tourism

Salient Features of MDA for Medical Tourism

For participation in approved Medical and other Tourism Fairs/Medical Conferences/Wellness Fairs and its allied Road Shows Ministry of Tourism provides Market Development Assistance. This scheme was extended to the Medical Torism Service Providers and Wellness Tourism Service Providers during the year 2009. Financial support under the MDA Scheme is provided to approved medical tourism service providers, i.e. reprersentatives of Hospitals accredited by JCI and NABH and Medical Tourism facilitators (Travel Agents/ Tour Operators) approved by Ministry of Tourism, Government of India and engaged in Medical Tourism.

p. **Eco Tourism**

The Ministry of Tourism has the specific agenda to promote tourism in the country in a responsible and sustainable manner and as per this mandate promotion of ecotourism assumes larger importance.

Eco-Tourism has been broadly defined as tourism which is ecologically sustainable. The concept of ecological sustainability subsumes the environmental carrying capacity of a given area. The general principals of ecotourism guiding the initiatives of the Ministry are as under:

(a) The local community should be involved leading to the overall economic development of the area.

(b) The likely conflicts between resource use for eco-tourism and the livelihood of local

inhabitants should be identified and attempts made to minimize the same

(c) The type and scale of eco-tourism development should be compatible with the environment and socio-cultural characteristics of the local community, and

(d) It should be planned as a part of the overall area development strategy, guided by an integrated land-use plan avoiding inter-sectoral conflicts and ensuring sectoral integration, associated with commensurate expansion of public services.

Tigers - Our National Beauties

In the recent years it has been assessed that there is a growing trend towards travel to eco tourism destinations like National Parks and Wildlife Sanctuaries.

Considering this trend a series of meetings were organized by Ministry of Tourism with the stakeholders, State Governments and Ministry of Environment & Forests under the initiative **"Tigers - Our National Beauties"** and the stake holders had raised serious concern about growing dangers to wildlife in our National Parks and wildlife sanctuaries due to unplanned growth of infrastructure in these areas which is also affecting the corridors for movement animals in the parks.

During these meetings, it was decided that before making any policy intervention we must have independent assessment of the ground situation in our National Parks & Wildlife Sanctuaries. In view of this, on a pilot basis, the first assessment of Hotels, Lodges, Resorts, Camps & Guest Houses in and around Corbett National Park was taken up by Ministry of Tourism considering that Corbett Reserve has the highest density of tigers in the country and is under huge biotic pressure. The Ministry of Tourism had commissioned this survey through the Students in Institute of Hotel Management, Pusa, New Delhi. Similar surveys were extended to Kaziranga National Park, Kanha National Park, Bandavgarh National Park, Pench Tiger Reserve and Mudumalai Wild Llife Sanctuary. The survey of the aforesaid parks has come out with first hand information with regard to impact of tourism activity in and around the national parks and also the blocking of animal corridors.

"To encourage the Stakeholders to promote & practice Ecotourism practices, the Ministry of Tourism has included categories of awards " Best Eco friendly Hotel", 'Best Responsible Tourism Project", "Best Eco friendly Practices by Tour Operators" in the National Tourism Awards presented annually to various segments of travel, tourism & hospitality sector"

q. **Development of Camp Sites**

There is growing awareness of and increasing dement for eco, adventure, wildlife and pilgrimage tourism. These tourism products involve visiting and staying in remote areas, forests, deserts and river side. There is an overall shortage of accommodation at tourist destinations, especially in remote areas. Moreover, permanent construction in these areas may either not be permissible or feasible. To meet the increasing demand of tourists, camping facilities and tented accommodation would need to be developed. There is, therefore, a need to promote and facilitate setting up of camp sites while ensuring adherence to quality, standards and safety norms for which guidelines have been issued by the Ministry.

r. **Promotion of Caravan Tourism and Caravan Camping Parks**

The concept of Caravan tourism has gained immense popularity across the globe owing to the freedom and flexibility it provides, while New Tourism Products Annual Report 2009-10 33 holidaying vis-a-vis itineraries and accommodation. This would include Caravans, i.e, vehicles viz. Recreational Vehicle (RV), Campervans, Motor Homes etc. Caravans are unique tourism products, which promote family oriented tours even at circuits/ destinations where adequate hotel accommodations are not available. One of the essential pre-requisites for Caravan tourism is the presence of sufficient Caravan Parks in the identified circuits. A Caravan Park is a place providing basic or advanced amenities and facilities where Caravans can stay overnight in allotted spaces.

Considering the immense land area and the multitude of landscapes in India, Caravans and Caravan Parks are sure to add an exciting

new facet to tourism. The initial demand in this niche segment is expected to come both from domestic and in-bound tourists.

There is at present a growing demand for eco, adventure, wildlife and pilgrimage tourism. This involves visiting and staying in remote areas, forests, deserts and riversides. There is shortage of accommodation at tourist destinations, especially in remote areas and in certain cases at places where a permanent construction may neither be permissible nor feasible. In such a scenario, Caravan Tourism can effectively meet the growing demand, while ensuring adherence to quality, standards and safety norms. Caravan Tourism would attract a wide range of market segment including young people, families, senior citizens and international tourists. The Caravan tourism policy issued by the Ministry is aimed to promote, facilitate and incentivise development of:-

- Caravan Parks in the public sector, private sector and in PPP mode
- Caravans in the public sector, private sector and in PPP mode

s. **Heliport Tourism**

With a view to promote tourist destinations in hilly and remote areas of the country, the Ministry of Tourism has issued guidelines to extend financial assistance to State Governments/ Union Territory Administrations for construction of heliports under the Scheme of Product/ Infrastructure Development for Destinations and Circuits.

Two projects for construction of heliports at Mangan and Geetang Khola in Sikkim have been sanctioned under this new initiative of the Ministry of Tourism

t. **New Accessible Tourism**

People with different abilities and older persons are now becoming a growing group of consumers of travel, sports and other leisure-oriented products and services. In an effort to tap the potential of this group for promotion of tourist destinations in the country, the Ministry of Tourism has taken an initiative to make tourist destinations barrier-free. Guidelines have been issued for making the tourist-facilities which are being created with central financial assistance, barrier-free.

The Ministry has also instituted a new category of Award of Excellence for Most Barrier-Free Monument/Tourist Attraction in the country to encourage other agencies responsible for maintaining monuments/tourist attractions to create barrier-free environment for the promotion of accessible tourism. The condition of making the hotels accessible for people with different abilities has been included in the guidelines for approval and classification of 4 and 5 star category hotels.

u. **Government Departments & Missions involved in Heritage and Culture preservation**

Some of the prime Departments that are actively involved in preservation of heritage, culture and art forms and promulgation of tourism related to these in the country are as under

a. Ministry of Tourism
b. Ministry of Culture
c. Ministry of Information & Broadcasting

Some of the bodies/ entities that are mandated & function under either of these ministries are as follows.

- Archaeological Survey of India
- Anthropological Survey of India
- National Archives
- National Museum
- National Mission on Monuments & Antiquities
- Institute of Archaeology
- Central Antiquities Collection
- Central Archaeological Library
- Sangeet Natak Academy
- Asiatic Society
- Zonal Cultural Centres
- Lalit Kala Academy
- Film & Television Institute of India

The list is not exhaustive and may have left out few other departments or entities. As the scope of this article is limited, the author restricts the discussion on the Government bodies/ entities/ institutes here.

Despite formation and functioning of innumerable bodies/ entities in the country vis-à-vis culture and heritage, the actual effect on its impact on rise in tourism level and earning is not felt. All these entities are functioning but are independently operating and are not having a unified and synergistic vision towards Heritage as a driver of tourism in the country, despite majority of our touristic products & services are heavily dependent on heritage, in some form or other. The imperative now is to properly design heritage centric tourism products & services and provide appropriate infrastructure and marketing support.

A Case Study on Heritage Trains of India

The Darjeeling town which is also called as 'Queen of hills', is located in the hilly area of Darjeeling district, West Bengal. The town was set up by the British in the mid 19th century. Later, Tea plantation was initiated and production of internationally famous 'Darjeeling Tea' began subsequently in this area. The evolution of the DHR (Darjeeling Himalayan Railway), popularly known as 'Toy Train' is deeply embedded with the history of West Bengal and India as well. More than 20,000 foreign tourists and a huge numbers of domestic tourists visit Darjeeling every year to experience scenic beauty of Himalayan Mountain Range, wonderful taste and flavour of Darjeeling Tea, the lush green forests rich in diverse flora & fauna, and pristine nature. But, unmatched experience of 'Joy Ride' on DHR, which was conferred a 'UNSECO world heritage site' in 1999, has been considerably attracting international and domestic tourists to Darjeeling as a highly-sought after destination. The cultural and historical attraction of DHR have been generating regular tourism trips and spurred the growth of a heritage tourism industry in and around Darjeeling District. At the time of its inception the Darjeeling Himalayan Railway was primarily a commercial railway carrying freight and running regular mail trains serving the new needs of the region as it developed as a military base and tea production centre. The importance of Darjeeling as an economic and strategic centre accelerated the implementation of the DHR as the main mode of transport into the Darjeeling hills. Afterwards, due to its climate, Darjeeling became known as one of the summer leisure and tourism hill stations in colonial India for the British elite. Darjeeling has predominantly become a tourist destination and the role of the DHR has also evolved from the nineteenth century mode of transport to the present day "Joy Ride" which is one of the major tourism attractions in the region rather than just a mode of communication

The Mountain Railways in India

The Mountain Railways of India are glorious examples of heritage railways. Opened between 1881 and 1908 they applied bold and creative engineering solutions to the problem of establishing an effective rail link across a mountainous terrain of great beauty. They are still fully operational as living examples of the engineering enterprise of the late 19th and early 20th centuries.

The Heritage Mountain Railways of India consists of mainly three railways: the Darjeeling Himalayan Railway located in the foothills of the Himalayas in West Bengal (North Bengal), the Nilgiri Mountain Railways located in the Nilgiri Hills of Tamil Nadu (South India) and the Kalka-Shimla Railway located in the Himalayan foothills of Himachal Pradesh (Northwest India). All three railways are still fully functional and operational.

The Darjeeling Himalayan Railway consists of 88.48 kilometers of 2 feet (0.610 meter) gauge track that connects New Jalpaiguri with Darjeeling Town, passing through Ghum at an altitude of 2258 meters. The innovative design includes six zigzag reverses and three loops. The construction of the Nilgiri Mountain Railway, a 45.88 kilometer long meter-gauge single-track railway was first proposed in 1854, but due to the difficulty of the mountainous location the work only started in 1891 and was completed in 1908. This railway, scaling an elevation of 326 meters to 2,203 meters, represented the latest technology of the time and uses unique rack and pinion traction arrangement to negotiate steep gradient.

Kalka Shimla Railways, a 96.6 km long single track rail link, is a part of the mountain railway project located in Himachal Pradesh, India. It was built by the British in 1903 to provide access to their summer capital of Shimla. Being a 2 ft 5 inch narrow gauge railway, it covers the entire mountainous route from Kalka to Shimla. It is popular all around for the picturesque views of hills and the surrounding villages. Spectacular scenery during the whole journey keeps the traveller to spell bound on this line. Due to its glory and charm, it is also listed in the

UNESCO World Heritage Sites. Thus, the route is the soul and the heart of the **Himachal Pradesh**, India. A large number of visitors go there throughout the year to enjoy their vacation and surprised by the beauty of the place. These railways were built though difficult terrain and the development of railways in the 19th century had a profound influence on social and economic developments in many parts of the India.

The two Mountain Railways of India on the World Heritage List are great attraction for the international and domestic tourists. These Heritage railways make a major contribution to the economies of the areas they serve both in terms of attracting tourism and of substantial spending on local services. Heritage railways also provide employment and valuable skills training including apprenticeships. In particular, they provide entry level jobs for a wide range of skills and disciplines. Indian Railways made an application to UNESCO for World Heritage Inscription of Darjeeling Himalayan Railway (DHR) in 1998. UNESCO's World Heritage Committee at its 23th session held at Marrakesh, Morocco decided to inscribe DHR as a World Heritage Site on 5th December, 1999 with following explanations:

- DHR is an outstanding example of the influence of an innovative transportation system on social & economic development of a multi-cultural region, which was to serve as a model for similar developments in many parts of the world.
- The development of railways in the 19th century had a profound influence on social and economic developments in many parts of the world. This process is illustrated in an exceptional and seminal fashion by the DHR.

The DHR is the first, and still the most outstanding, example of a hill passenger railway. Opened in 1881, it applied bold and ingenious engineering solutions to the problem of establishing an effective rail link across a mountainous terrain of great beauty. It is fully operational & retains most of its original features intact.In 1878 Franklin Prestage, an agent of Eastern Bengal Railway (EBR) proposed a hill tramway of 2ft gauge following the alignment of the Hill Cart Road. The construction started in 1879 under the name of the Darjeeling Himalayan Tramway Co and the work was carried out in a simultaneous process on unconnected sections. In March 1880 the then Viceroy of India, Lord Lytton, visited the line. The same year in August the line opened for public use between Siliguri and Kurseong. The line was opened to the Darjeeling main station in July1881 by Sir Ashley Eden, the Lieutenant-Governor of Bengal and the title of the company was changed to the Darjeeling Himalayan Railway Co in September 1881.

The Turbulent Days

The DHR first began facing competition from road transport in the 1930s which then gained momentum in the post-independence period. From the 1970s onwards competition from road transport increasingly cut into the DHR's traffic and the systematic neglect replaced the previously high maintenance standards. The operational cutback of the railway's network together with the effects of the climate, local geological and physical condition as well as socio-political circumstances led to the DHR having a precarious existence. The extension to Darjeeling Bazaar was closed during the 1980s and the carriage of mail traffic on the DHR also ceased in 1984. The DHR line remained closed for 18 months in 1988-89 due to political unrest. Loop No 1 was removed and replaced by a plain line in 1991 and freight traffic on the DHR line largely ceased in 1992. This situation reached its extreme in 1992 when the Indian Railways considered auctioning the DHR to the private sector

The debates over the closing down the DHR line caused repercussions worldwide, however. several organizations and people were instrumental in moving against the decision to close the DHR and to retain it as a functional railway. The efforts in India were led by the Darjeeling Himalayan Railway Heritage Foundation in Darjeeling in accumulating opinions towards the preservation of the DHR. A number of international organizations such as Darjeeling Himalayan Railway Society in the UK also lobbied for World Heritage Status for the DHR. Official support was also provided by the National Railway Museum of the Indian Railways. In December 1999 The DHR secured World Heritage Status at the 23rd Session of the UNESCO World Heritage Committee held in Morocco.

Support Groups for DHR

As a result of the concern and interest shown by Darjeeling residents in saving this railway, the Darjeeling Himalayan Railway Heritage Foundation (DHRHF) was formed in 1994. The foundation encouraged formation of support groups for the DHR within India and around the world. It also organized conferences which provided forums for Indian Railways and other stake holders to investigate viable strategies for the line. There has always been international interest in the DHR and in 1997 the Darjeeling Himalayan Railway Society (DHRS), a UK-based support group having members in 20 countries around the world was formed. In early 1998 an Australian based support group was also formed followed by the formation of an Indian support group, based in Siliguri. With the lively involvement of such an international band of supporters and with the publication of magazines from the UK and newsletters from Australia, news and information about the DHR soon traveled around the world. The railway got a new life after it was inscribed as World Heritage Site in 1999 but challenges and conflicts continue to haunt this heritage railway.

DHR Ride

Sukna, the first station after the commencement of the journey from Siliguri Town, greets with plenty of Sal and Teak trees along with purple bougainvillea, red poinsettia and moderate purple orchids creating a panoramic views for the visitors. From Sukna, the actual climb begins. Steep gradients and curves mark the route all through. After crossing Chunabhati, Tindharia, Kurseong and few other stations the train reaches Ghoom which is the second highest railway station in the world that is accessed by a steam locomotive. A 6 km downhill journey from here brings is final destination, Darjeeling.

A unique feature about this route is that wherever there is a lack of clearcut path due to steep gradient, the climb is preceded through reverses and loops. Infact, there are as many as six reverses and 3 loops in the entire journey. Moreover, there are also 5 important and 498 less important bridges along with 177 unmanned level crossing enroute through which the train traverses. Throughout the journey from Siliguri to Darjeeling the rail track runs almost on the same alignment as the Hill Cart road. They also cross each other a number of times. This gives opportunity to enjoy the movement on the road while sitting in the train. The train that first ran on the track was way too different from what you will see today. It was a mini four wheeled trolley with canvas and two wooden benches. Moreover, at that point of time it was also an important source to transport both people and cargo.

DHR Train Services

Joyrides and Tours on Darjeeling Toy Trains

- Round Trip Toy Train Joyride- Darjeeling to Ghum : There are daily 2-hour toy train joy rides available from Darjeeling Railway Station. It's a round trip from Darjeeling up to Ghum and back. The train stops for 10 minutes at the Batasia Loop. At Batasia the train makes a loop around a wonderful manicured garden. The view of Darjeeling town and the snow peaks of Kanchenjunga from here are unparalleled. Here tourists also see the War Memorial at the center of the Garden. Ghum is the highest altitude station on the Darjeeling Himalayan Rail track. It's at an altitude of 2225.7 meters (7407 ft). Here the toy train stops for 30 minutes for a visit to Darjeeling Himalayan Railway museum. The DHR Museum is located at the station premises. The highlight here is the oldest toy train engine - The Baby Sivok.
- DHR Toy Train Jungle Safari: These holiday specials are round trips between Siliguri Junction and Tindharia Station. These toy train rides usually operate during the high season. Tindharia is a village on the roadside and at an altitude of 2,822 feet. It's 30kms from Siliguri. The round trip takes you through the Mahananda Wildlife Sanctuary located around the Rongtong station at an altitude of 1,404 ft and offers breathtaking view of the valley from Tindharia. This safari is a great treat for the nature lovers. You will also experience an engineering feat the 'zigzag' on the narrow gauge tracks between Sukna and Tindharia. Here the train goes back & forth to negotiate a steep climb.
- New Jalpaiguri to Darjeeling & Return: There are daily toy train services that provide regular

transport connections within the Darjeeling region. One of the most popular ones with the tourists is the service between New Jalpaiguri (NJP) station to Darjeeling which passes through picturesque mountain landscapes and villages. The track often runs side by side the main motor road (The National Highway 55 or the Hill Cart Road) and sometimes even crisscrosses the road. There are breathtaking zigzags and loops on the way to help the train negotiate steep gradients. But his route has been non-operational since June 2010 due damaged track at Pagla Jhora caused by landslides. Though NJP to Darjeeling route remained out of service since June 2010, but after more than 4 years, the Toy Train service is being reintroduced between Siliguri Junction and Darjeeling in 2015.

- Kurseong to Darjeeling : A daily diesel-hauled service departs Kurseong on a return trip for Darjeeling. Each service normally has first class and second class carriages. Occasionally a steam loco has been used if the diesel is undergoing maintenance. The services have been now extended to Mahanadi.

Other Attractions

- Photography

Aside from the stunning scenery, there are good opportunities to photo the world famous B Class steam locomotives at work. The loco depots at Kurseong and Darjeeling are readily visible from the adjacent public roads.

DHR Museums

- Siliguri Town Station: This historic building is the DHR's original southern terminus. There is a long term proposal for renovation as a heritage and museum centre.
- Sukna: This attractive gabled and half-timbered building has a good photographic display and some small artefacts on its upper floor. Ask the Stationmaster for admission.
- Kurseong: There is a well-preserved museum/artifact room on the station platform. There is also a small museum on the ground floor at Elysia Place, the historic former residence of the General Manager in colonial times and now the HQ of the DHR. Elysia Place is situated on high ground at the northern end of town and is signposted from near the Kurseong Tourist Lodge on the Hill Cart Road.
- Ghum: The external display includes a carriage, wagons and the 'Baby Sivok' locomotive. Above the station is an exhibition of photographs and other display material – due for renovation shortly.

A cautious and planned approach

Identifying the negative Social Effects of uncontrolled Tourism activities on a Host Society:

1. Introduction of undesirable activities such as gambling/ prostitution, fraud, act of deception, Criminal act incl. theft, rape, abduction & murder
2. Demonstration effect - Local people wanting the luxuries and imported goods as those had by tourists
3. Imbibing foreign culture/way-of-life to maintain proximity to foreign travellers for self-interest
4. Racial/ sectarian tension-conflicts
5. Development of a servile attitude on the part of tourist business employees
6. Trinketization of arts and crafts
7. Standardization of employee's roles
8. Loss of cultural pride
9. Too rapid change in local ways
10. Disproportionate numbers of worker in low-paid jobs characteristics of much hotel and restaurant
11. Local ethics and values are not jeopardised/ polluted/ distorted

These negative effects can be moderated or eliminated by intelligent planning, execution, progressive management methods and monitoring & evaluation processes built-into and seamlessly integrated within the system. The concept of our heritage and past glory is required to act as a prime-driver/ catalyser and for this it required to be imbibed and imparted among children from early childhood days through different available print and audio-visual media by designing appropriate communication module for delivery. Information & Communication will form the core module.

Ten-Point Priority Roadmap for Sustainable Growth of Heritage driven Domestic Tourism

1. Develop Hygienic Budget Accommodation: While many budget accommodation options are available in the country in the form of youth hostels, dharamshalas, hotels, guest house, home stays etc., the cleanliness and hygiene standards are mostly below par. This is not only detrimental to the destination image, but also means that the tourist at the 'middle' of the value chain has to opt for higher categories of accommodation, implying that the expenditure on other principles of the product (sightseeing, shopping etc.) goes down, leading to skewed earnings.

2. Improving physical & digital Connectivity: This refers to both improving the infrastructure in terms of roads, rail networks etc., and providing a greater number of options in terms of services like buses, trains, flights etc. Many destinations in the country fail to realize their worth owing to poor connectivity options. Pahalgam, for instance, despite being a popular tourist destination, only has one bus service to and from Srinagar, even during the peak season with heavy spin-offs from Amarnath, forcing tourists to choose costlier rented vehicles.

3. Repackaging & revising positioning of products with revitalised USP: Many tourism products/ destinations can be revived by introducing new elements. One that can be sighted as a successful initiative is the case of Madhya Pradesh, which revived the Bhopal-Bhimbetka-Delawadi-Bhojpur-Sanchi by use of campervans.

4. Inter-state partnerships: For many states in the country, owing to geographical or demographical congruencies, it makes sense to collectively market as a destination, especially if one is targeting longer stays. The group of Northeast states, even though very diverse demographically, constitute a single unified geographical entity of the Himalayan ecosystem, and have common entry/ exit points.

5. Niche based Capacity Building: Certain niches can be made affordable for the domestic market by simply up-scaling the capacity building measures. Take the instance of adventure sports, bungee jumping in particular. The few private set ups in the country have sourced technical manpower from countries like New Zealand, which then reflects on the higher pricing of the product. Although certification measures are in place,

there are no training facilities to complement such adventure activities. Capacity building measures in these areas could go a long way in expanding the affordability of experiential products.

6. Accessibility to remote areas: Elaborating further on adventure tourism, many places in the Himalayan (and other sensitive) regions of the country require permits and other permissions to be issued for exploration, procurement of which often becomes an arduous process owing to the multiple agencies involved (tourism department, forest department, police/ army etc.), and some of the best destinations of the country are left unexplored. There is a need to have a single window clearance system in place.

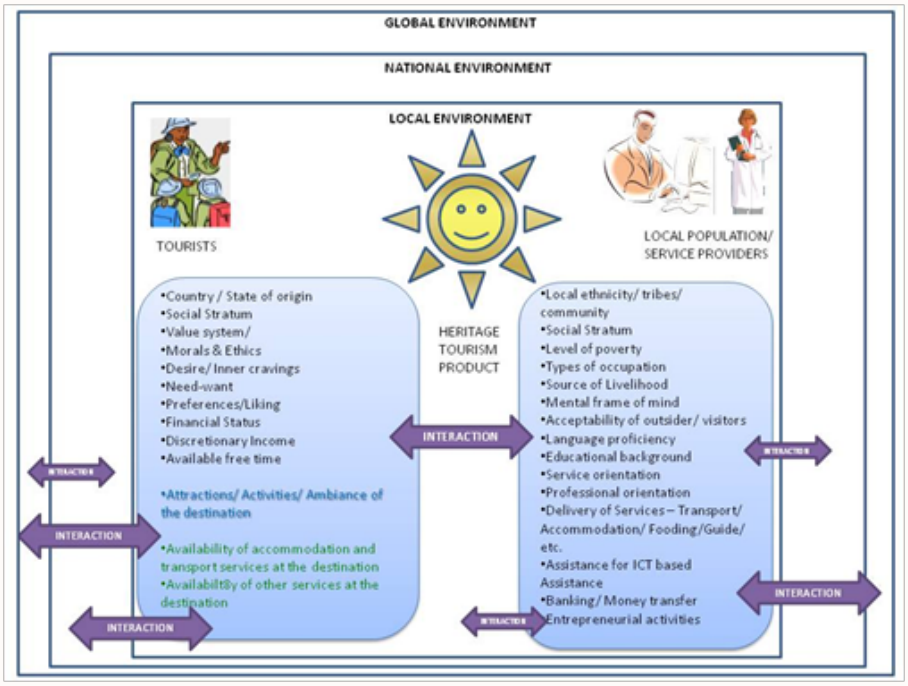
7. Educational Trips: Introducing inter or intra state trips for educational institutions, particularly schools, has a twofold advantage. While it brings numbers into the state, students are the most probable clientele to become repeat tourists, desirable for any market in the long run.

8. Support Backpacking: Although hitchhikers/ backpackers have traditionally been associated with the Hippie movement of the 70s, the present movement is entirely different, with people from all walks of life, including those from the upper economic strata, choosing this option owing to the freedom of travel and the 'authenticity' of travel that it offers. While this segment cannot be the target market owing to the low economic benefits that it has to offer, backpackers are the best 'ambassadors' and 'word of mouth' marketers, and can really enhance the destination profile.

9. Student Discounts for Events/ Festivals: Although a majority of the states have successfully adopted the analogy of promoting destinations through events and festivals, there is a need to offer affordable facilities for travel segments like students. Take for instance the Rann Utsav package offered by Gujarat Tourism at INR 3000 per day per tent. While this is competitive pricing for the average tourist, it often becomes a notch high for students, for whom these events are a platform for academic research as well.

10. ICT based tools: While certain states like Kerala have adopted IT based tools and services to leverage their product offerings and promotional efforts, other states also need to tap these tools to fully harness their tourism potential. Mobile-based technologies can be tapped as an enabler for mountainous and other remote regions of the country, where electricity is an issue.

The following model reflects the heritage tourism and its components:



Suggestions to Ministry of Tourism (MoT) to boost Indian Tourism

India is endowed with a treasure trove of beautiful spots - natural as well as man-made, but could not command a healthy inflow of foreign tourists. Tourism industry holds tremendous potential to flourish in India provided its cultural and historical heritage and legacy is properly taken care of, preserved and information promulgated among the global as well as domestic masses.

The following priority suggestions are made to the Ministry of Tourism, Govt. of India to herald and catalyse Heritage centric sustainable tourism in the country

1. To provide for effective marketing and advertisement of India as a global tourist destination
2. Proper transportation facilities at all locations of touristic importance
3. Proper accommodation facility development
4. The educational nature of heritage sites should not be forgotten.
5. Food and restaurants – quality & hygiene standard certification & maintenance
6. Adequate and hygienic toilet, bathroom and urinal facilities are required at heritage sites
7. Primary Health Care facility at all places of touristic importance
8. Handicraft and local crafts sales facilities and promotion by Govt.
9. Amusement Parks and secondary entertainment facilities:
10. Bank and ATM facilities in all places of touristic importance/ significance
11. Persons performing unclean acts can be fined for such purposes
12. Incentive to explore the heritage
13. A very crucial issue with an adverse effect on India's tourism is its wide-spread environmental pollution
14. As Indian population grows; forests are cleared to make room for more housing and development
15. India's government should be cognizant of the different types of tourists that may want to visit India
16. Coastal development – in a scientific manner in line with CRZ norms
17. Single window facility for all tourism related projects
18. Improve & change the image of Kashmir valley
19. More efforts have to be laid in by the Government of India
20. Standardised and unified entry fees at tourist spots
21. Development of North east states with Siliguri and Guwahati as entry hubs to the NE-Region
22. Visa on Arrival (VoA) scheme: Properly planned with Min. of Home and Min. of External Affairs

The ministry of tourism can analyze the strengths and weaknesses of Indian tourism industry and also explore the favourable opportunities coming its way and minimize the effects of the threats posed so that Indian tourism industry can be benefitted from it.

As the UNWTO highlights have also revealed in their study that there will be a shift in global trend of foreign tourist arrival from advanced economies to emerging economies and India being a part of the latter, should therefore, be ready enough to grab the fruits of this opportunity coming its way, with its unique and elaborate heritage & culture.

Appendix : Tourist dynamics in India

Some important facts about Indian tourism in 2013 are presented in the table below:

(I) India	
• No. of Foreign Tourist Arrivals in India	6.97 Million
Annual Growth Rate	5.90%
• No. of Indian Nationals Departures from India	16.63 Million
Annual Growth Rate	11.40%
• No. of Domestic Tourist Visits to all States/UTs	1,145 Million
Annual Growth Rate	9.60%
• Foreign Exchange Earnings from Tourism	
i) In INR terms	Rs 1,07,671 Crore (#)
Annual Growth Rate	14%
ii) In US$ terms US $	US$ 18.44 billion (#)
Annual Growth Rate	4.00%
(II) World	
• No. of International Tourist Arrivals	1087 Million (P)
Annual Growth Rate	5.00%
• International Tourism Receipts	US$ 1,,159 Billion (P)
Annual Growth Rate	7.50%
(III) Asia & the Pacific Region	
• No. of International Tourist Arrivals	248.1 Million(P)
Annual Growth Rate	6.20%
• International Tourism Receipts	US$ 358.9 Billion (P)
Annual Growth Rate	9.10%
(IV) India's Position in World	
• Share of India in International Tourist Arrivals	0.64%
• India's rank in World Tourist Arrivals	42
• Share of India in International Tourism Receipts (US$ terms)	1.59%
• India's rank in World Tourism Receipts	16
(V) India's Position in Asia & the Pacific Region	
• Share of India in Tourist Arrivals to Asia & the Pacific Region	2.81%
• India's rank in Tourist Arrivals to Asia & the Pacific Region	11
• Share of India in Tourism Receipts (US $ terms) of Asia & the Pacific Region	5.14%
• India's rank in Tourism Receipts of Asia & the Pacific Region	8

P : Provisional, #: Advance Estimates

Source: India Tourism Statistics at a Glance 2013, Ministry of Tourism, Govt. of India.

- From the above table it is evident that India has been able to attain a growth in tourist flow, with a healthy growth in domestic tourism, inbound tourist and outbound tourist flows in 2013.

- Foreign Exchange earnings from tourism in US $ terms registered a 4% and in Rs terms registered a 14% annual growth.

- However, it is also pertinent to observe from the above table that despite existence of innate potential to offer a diverse spectrum of tourism products and services to almost every segment of tourists and despite positive efforts on part of the Central and State Governments, the country's relative standing vis-a-vis global tourism is still quite weak.

- India being a vast country of enormous diversity and rich heritage, a lot of planned effort needs to be concentrated to catapult tourism sector with appropriate offerings, rectification & upgradation of existing system and approach towards tourism planning, development, monitoring, evaluation and re-strategising of destination and development of product components and all associated aspects of tourism in a synergised, holistic and inclusive manner for a heritage-driven inclusive sustainable tourism development in the country.

The following segment presents some pertinent tourism statistics.

Table-1: Foreign Tourist Arrivals (FTAs) in India, 1997-2014

Year	FTA from Tourism in India (in Millions)	Percentage (%) change over the previous year
1997	2.37	3.8
1998	2.36	-0.7
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	-4.2
2002	2.38	-6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
Jan-June, 2014	3.54(P)	5.2 @

(P) Provisional, @ Growth rate over Jan-June, 2013.
Source:(i) Bureau of Immigration, Govt, of India, for 1997-2013
(ii) Ministry of Tourism, Govt, of India, for Jan-June, 2014

- Upto 2013 since 1997, the arrival of FTA has experienced a 6.6% CAGR, which is commendable.

- It may be opined that based on current FTA figure, if we forecast the future FTA, then it can be said that by 2020 the level of foreign tourist arrivals (FTA) will be able to touch 9.4 million mark with an average of YOY growth rate hovering in the region of 4.5% to 6.5%.

Table-2: Foreign Exchange Earnings (FEE), in US$ Million, from Tourism in India, 1997-2014

Year	FEE from Tourism in India	Percentage (%) change over the previous year
1997	2889	2.0
1998	2948	2.0
1999	3009	2.1
2000	3460	15.0
2001	3198	-7.6
2002	3103	-3.0
2003	4463	43.8
2004	6170	38.2
2005	7493	21.4
2006	8634	15.2
2007	10729	24.3
2008	11832	10.3
2009	11136	-5.9
2010	14193	27.5

Year	FEE from Tourism in India	Percentage (%) change over the previous year
2011	16564	16.7
2012	17737	7.1
2013#[2]	18445	4.0
Jan-June, 2014 #'	9334	-0.8 @

#I Advance estimates, @ Growth Rate over Jan-June, 2013
2 1s' revised estimates.
Source: (i) Reserve Bank of India, for 1997 to 2010
(ii) Ministry of Tourism, Govt, of India, for 2011,2012,2013 &2 014

- From 1997 upto 2013, the FEE pegged at a healthy CAGR 11.5%.

Table-3: Top 10 Source Countries for Foreign Tourist Arrivals (FT As) in India in 2013

Sl. No.	Source Country	FTAs (in Millions)	Percentage (%) share
1.	USA	1085309	15.58
2.	United Kingdom	809444	11.62
3.	Bangladesh	524923	7.53
4.	Sri Lanka	262345	3.77
5.	Russian Fed.	259120	3.72
6.	Canada	255222	3.66
7.	Germany	252003	3.62
8.	France	248379	3.56
9.	Malaysia	242649	3.48
10.	Japan	220283	3.16
Total of Top 10 Countries		4159677	59.70
Others		2807924	40.30
G.Total		6967601	100.0

Source:- Bureau of Immigration, Govt, of India

- Western countries sending maximum foreign tourist in 2013 were USA (15.58%) and UK (11.62%)

Top 10-Source countries comprised 59.7% of foreign tourist arrivals in India in 2013.

Table-4: Number of Indian Nationals Departures (INDs) from India, 1997-2013

Year	No. of Indian Nationals Departures (in Millions)	Percentage (%) change over the previous year
1997	3.73	7.6
1998	3.81	2.3
1999	4.11	8.0
2000	4.42	7.3
2001	4.56	3.4
2002	4.94	8.2
2003	5.35	8.3
2004	6.21	16.1
2005	7.18	15.6
2006	8.34	16.1
2007	9.78	17.3
2008	10.87	11.1
2009	11.07	1.8
2010	12.99	17.4
2011	13.99	7.7
2012	14.92	6.7
2013	16.63	11.4

Source:- Bureau of Immigration, Govt, of India

- There has been a remarkable increase in outbound tourism with a CAGR of 9.2% from 1997 to 2013.

- Outbound tourist flow has seen a steep rise over the last few years and is slated to rise even further as India opens up further and merges into the global economy.

- BY 2020 the outbound tourist number is forecast to reach at a level of 22.4 million per annum

- The average of growth rates (YOY) is slated to hover around 8% p.a.

Table-5: Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits in 2013

Rank	State/ UT	Domestic Tourist Visit in 2013 (P)	
		Number	Percentage Share %
1.	Tamil Nadu	244232487	21.3
2.	Uttar Pradesh	226531091	19.8
3.	Andhra Pradesh	152102150	13.3
4.	Karnataka	98010140	8.6
5.	Maharashtra	82700556	7.2
6.	Madhya Pradesh	63110709	5.5
7.	Rajasthan	30298150	2.6
8.	Gujarat	27412517	2.4
9.	West Bengal	25547300	2.2
10.	Chhattisgarh	22801031	2.0
Total of Top 10 States		972746131	84.9
Others		172534312	15.1
Total		1145280443	100.0

Source: State/ UT Tourism Departments.

(P): Provisional.

- Top 10 States/ UTs accounted for almost 85% of the share of domestic tourist movement reflecting the trend in visit and the more popular states among the domestic visitors.

Table-7:Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2013

Rank	State/ UT	Foreign Tourist Visit in 2013 (P)	
		Number	Percentage Share %
1.	Maharashtra	4156343	20.8
2.	Tamil Nadu	3990490	20.0
3.	Delhi	2301395	11.5
4.	Uttar Pradesh	2054420	10.3
5.	Rajasthan	1437162	7.2
6.	West Bengal	1245230	6.2
7.	Kerala	858143	4.3
8.	Bihar	765835	3.8
9.	Karnataka	636378	3.2
10.	Goa	492322	2.5
Total of Top 10 States		17937718	89.9
Others		2013308	10.1
Total		19951026	100.0

Source: State/ UT Tourism Departments.

(P): Provisional

- Top 10 States/ UTs accounted for almost 90% of the share of foreign tourist movement reflecting the trend in visit and the more popular states among the foreign visitors.

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The Institute of Cost Accountants of India

(Statutory body under an Act of Parliament)

The Institute of Cost Accountants of India is a statuto-ry body set up under an Act of Parliament in the year 1959. The Institute, as a part of its obligations, regulates the profession of Cost and Management Accountancy, enrols students for its courses, provides coaching facilities to stu-dents, organises professional development programmes for members and undertakes research in the field of Cost and Management Accountancy. The Institute pursues the vision of cost competitiveness, cost management, efficient use of resources and a structured approach to cost account-ing as the key drivers of the profession. In today's world, the profession of conventional accounting and auditing has taken a back seat and cost and management accountants are increasingly contributing to the management of scarce resources like funds and land and take decisions that are strategic in nature. This has given cost accountants in India and abroad further scope and tremendous opportunities.

After an amendment passed by Indian Parliament, the institute was renamed as 'The Institute of Cost Accountants of India' from 'The Institute of Cost and Works Accountants of India'. This was aimed at synergising with global management accounting bodies and sharing best practices. It was also useful to a large number of trans-national Indi-an companies operating from India and abroad to remain competitive. With the current emphasis on management of resources coupled with the specialized knowledge of evaluating operating efficiency and strategic management, Cost Accountant professionals are now known as 'Cost and Management Accountants (CMAs)'. The institution operates through four regional councils in Kolkata, Delhi, Mumbai and Chennai and 95 Chapters situated in important cities in the country as well as 9 Overseas Centres. The Institute is head-quartered in Kolkata. It is under the administrative control of the Ministry of Corporate Affairs, Government of India.

The Institute, apart from being a member of the Interna-tional Federation of Accountants (IFAC), South-Asian Federation of Accountants (SAFA), Confederation of Asian & Pacific Accountants (CAPA), National Advisory Committee on Accounting Standards (NACAS), and National Foundation for Corporate Governance (NFCG) is also a member of the Government Accounting Standards Advisory Board (GASAB)

Vision Statement

"The Institute of Cost Accountants of India would be the preferred source of resources and professionals for the financial leadership of enterprises globally."

Mission Statement

"The CMA professionals would ethically drive enterprises globally by creating value to stakeholders in the socio-economic context through competencies drawn from the integration of strategy, management and accounting.

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√ Consistent record of campus placements
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√ Performance Management
√ Financial Reporting and Strategy
√ Cost Audit and Assurance
√ Cost control and Cost Reduction
√ Risk management and Mitigation
√ Direct and Indirect Taxation
√ Valuations
√ Internal Audit