



## Heritage properties should be developed through PPP Model: PHD Chamber

### 7<sup>TH</sup> INDIA HERITAGE TOURISM CONCLAVE

*'An integrated approach towards Sustainable Tourism'*

March 23, 2018 at WelcomHeritage Mani Mansion, Ahmedabad

#### PRESS RELEASE

The Tourism Committee of PHD Chamber of Commerce & Industry (PHDCCI) organized the 7<sup>th</sup> India Heritage Tourism Conclave with the theme *'An Integrated approach towards Sustainable Tourism'* on 23<sup>rd</sup> March 2018 at the WelcomHeritage Mani Mansion in Ahmedabad, Gujarat.

The objective of organizing the Conclave was to promote the heritage sites of India to the wide variety of global leisure and excursion travellers. Ahmedabad in Gujarat was accorded the status of India's first World Heritage City by the United Nations Educational, Scientific and Cultural Organisation (UNESCO). The walled city of Ahmedabad presents a rich architectural heritage and has 28 Archaeological Survey of India's (ASI) centrally protected monuments.

**Mr. Vijay Rupani**, Hon'ble Chief Minister, Government of Gujarat; **Mr. Ganpatsinh Vasava**, Hon'ble Tourism Minister, Government of Gujarat; and **Mr. S.J. Haider (IAS)**, Principal Secretary- Tourism, Government of Gujarat, during their meeting with the Tourism Committee delegation of PHDCCI conveyed their best wishes for the programme.

The Conclave was attended by the officials of the Ministry of Tourism, UNESCO, Indian and Foreign Tour Operators, State & International Tourism Boards, Embassies & High Commissions, Electronic & Print Media and all other relevant stakeholders.

Inaugurating the conference under the aegis of PHDCCI, **Mr. Vinod Zutshi (IAS)**, Former Secretary, Ministry of Tourism, Government of India, said that heritage tourism is prevalent in India since ages. We have unlimited historic, religious monuments which can be further developed through private sector.

Inaugural session witnessed **Mr. Vinod Zutshi (IAS)**, Former Secretary, Ministry of Tourism, Government of India; **H.E. Mr. Radu Octavian Dobre**, Ambassador, Embassy of Romania in the Republic of India; **H.E. Mr. Philippe Le Gall**, High Commissioner, High Commission of Seychelles; **Mr. Shailesh I. Patwari**, President, Gujarat Chamber of Commerce & Industry; **Mr. Rameshwar Prasad**, Member of the Bharatiya Janata Party; **Mr. D K Aggarwal**, Vice President, PHDCCI; **Mr. Mukesh Gupta**, Chairman- Tourism Committee, PHDCCI.

**Mr. D K Aggarwal**, Vice President, PHDCCI welcomed all the dignitaries and said that PHDCCI is committed to promote heritage tourism in India and abroad. He also said that Ahmedabad captures all visitors with its diversity of places, religious and ethnic communities. A day here is like living through an enigmatic and passionate dance between

the old and the contemporary, the virtuous and the ruthless, the peaceful and the chaotic, the artistic and the crude, the spiritual and the material.

**H.E. Mr. Radu Octavian Dobre**, Ambassador, Embassy of Romania in the Republic of India, showcased the tourism destinations of Romania. He also shared the best practices in Romania not only for preserving heritage sites, but also utilizing the same for different forms of tourism. He also said that Romania has developed a lot in the tourism sector and the country receives approximately 3.5 million foreign tourists every year.

Talking about Seychelles, **H.E. Mr. Phillippe Le Gall**, High Commissioner, High Commission of Seychelles said that it is home to some of the world's most beautiful beaches. He also said that with the launch of Air Seychelles' direct flight from Mumbai to Mahe and a 30-day free of charge Visa on Arrival, the destination has become more accessible for Indian tourists.

**Mr. Shailesh I. Patwari**, President, Gujarat Chamber of Commerce & Industry said that GCCI is working very closely with the tourism department of Gujarat and has recently opened a tourism chapter. He said that infrastructure and connectivity are one of the main reasons to improve the existing heritage tourism in our country.

**Mr. Rameshwar Prasad**, Member of Bhartiya Janta Party spoke about the heritage tourism in India. He said that heritage tourism plays a critical role in building the visitor economy and destinations should seek to maximize the opportunities it brings.

While setting the theme of the conclave, **Mr. Mukesh Gupta**, Chairman- Tourism Committee, PHDCCI, said that tourism in India has shown a phenomenal growth in the past decade and is expected to emerge as the most important revenue earner for India in the years to come. Heritage tourism is one of the oldest reasons for travel and involves experiencing heritages of all kinds— cultural, historic, colonial, religious tourism, industrial heritage and ethnicity.

PHD Chamber of Commerce and Industry and its Knowledge Partner- Tribal India Chamber of Trade Agriculture and Commerce (TICTAC) have jointly released the study paper on ***'TRIBALS our original heritage and the way forward for Tribal Tourism'***.

**Technical Session- 'Sustainable Tourism Management at World Heritage Sites'** had **Mr. Vinod Zutshi** as the moderator and witnessed **Mr. Jayendra V. Tanna**, Vice President, Gujarat Chamber of Commerce & Industry; **Mr. Sumit Kumar Agarwal**, Secretary General, Tribal India Chamber of Trade Agriculture and Commerce; **Ms. Snigdha Bisht**, Programme Officer for Culture, UNESCO Office in New Delhi; **Mr. Mahendra Vakharia**, President, Outbound Tour Operators Association of India; **Mr. Anil Mulchandani**, Author, Freelance Writer and Travel Consultant; **Mr. Sanjay Soni**, Chief Knowledge Director, Incredible design.

**Ms. Snigdha Bisht** said that world heritage sites are educational spaces and preservation of these world heritage sites is important. The nomination dossier should include the sustainable tourism component. The interpretation of site is another issue that needs to be worked on.

**Mr. Jayendra V. Tanna** in his address mentioned that ASI needs to improve its services in timely certifying and preserving the monuments. He also elaborated on the guide training programme being started by GCCI which would help improve the tourism in our country.

**Mr. Mahendra Vakharia** in his address said that Ahmedabad needs to look at opportunities which would help look at the places as the World Heritage sites by UNESCO. He said that the schools of Ahmedabad should have a lesson about this title earned by the city so that everyone is aware.

**Mr. Sumit Kumar Agarwal** spoke on the concept of 'Adi Bhartiya' and to change the centre of gravity from tourist to visitor. He also threw some light on how TICTAC endeavours to encourage thought leadership by revisiting the traditional positioning of 'Adivasis' and bring them into far more dignified positioning of 'Adi Bhartiya'.

**Mr. Sanjay Soni** said that India is a part of the large cosmos today and the destinations are like needles in the haystack. Getting the tag of the World Heritage Site is the beginning of the brand building.

In his address, **Mr. Anil Mulchandani** stressed on the need of whether a world heritage site tag benefits the people and how they can be involved in the same. He also spoke on the improvement of accessibility of these heritage sites in our country.

**Mr. Tushar Dalal**, Owner, WelcomHeritage Mani Mansion gave a presentation on their 94 years old heritage property. **Dr. Nisarg Dharaiya** from Indian Medical Association- Gujarat Chapter gave a presentation on '**Gujarat: An Ideal Destination for Medical Tourism**'.

**Mr. Rajan Sehgal**, Co-Chairman- Tourism Committee, PHDCCI proposed the formal vote of thanks and said that there is now broad consensus that tourism development should be sustainable. Increasingly, destinations are endorsing and following 'Responsible Tourism' as a pathway towards Sustainable Tourism.

**Mr. Yogesh Srivastav**, Principal Director, PHDCCI, gave the formal concluding remarks. The Conclave was a huge success and attended by over 130 delegates.

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