



PHD CHAMBER  
OF COMMERCE AND INDUSTRY

ORG india

12<sup>th</sup>



# International Heritage Tourism Conclave

*'Protecting and safeguarding the  
world's cultural and natural heritage'*

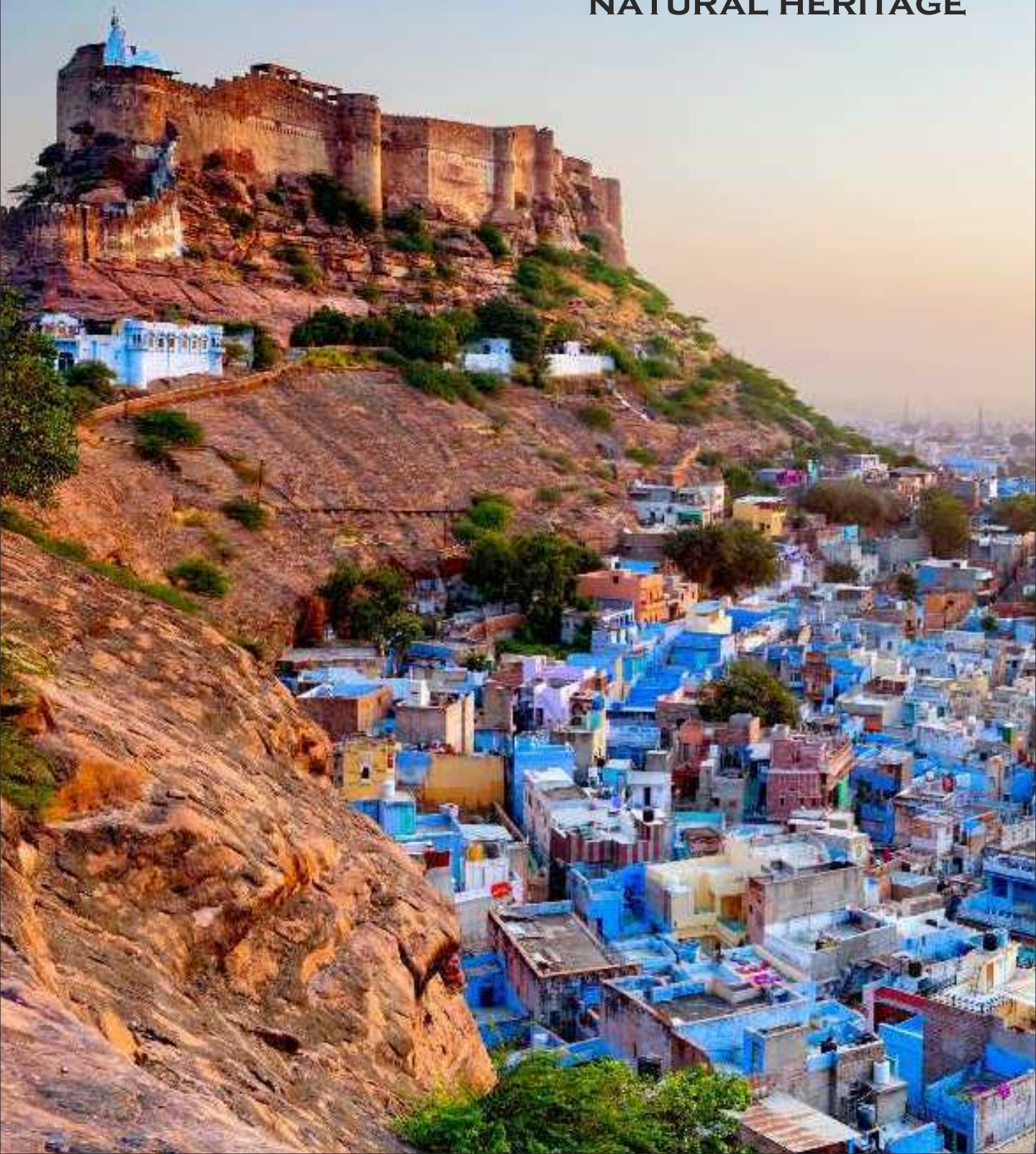


**20-21<sup>st</sup> July 2023**  
**Jodhpur, Rajasthan**





**PROTECTING AND SAFEGUARDING  
THE WORLD'S CULTURAL AND  
NATURAL HERITAGE**



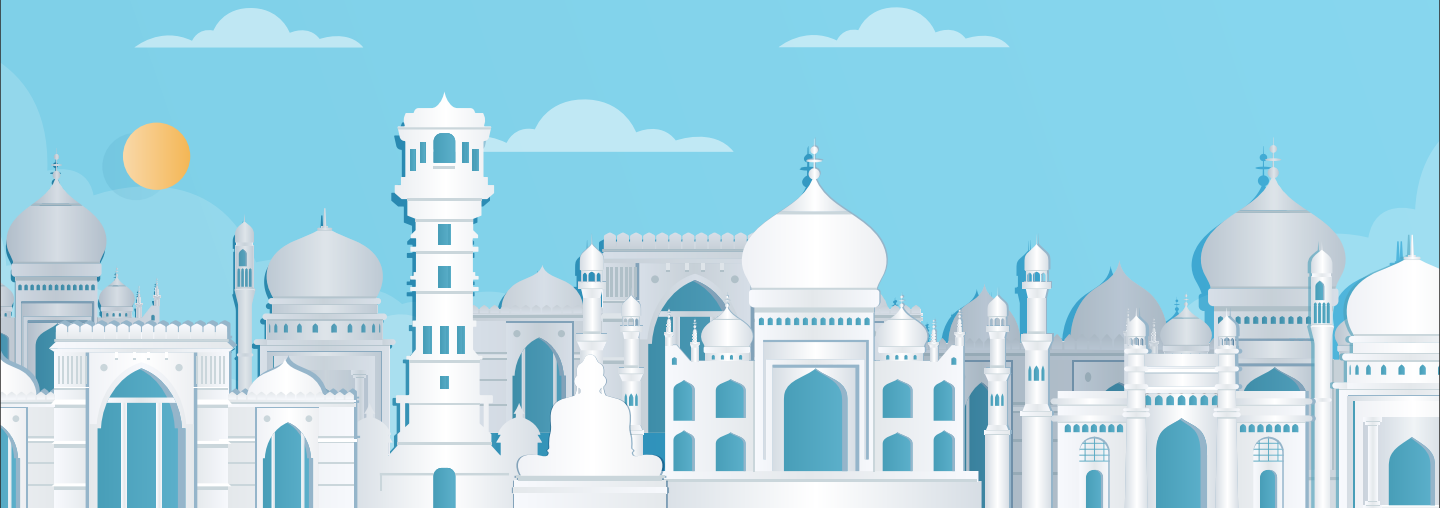


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वी.विद्यावती, गा.प्र.से.  
V. Vidyavathi, IAS



सचिव  
भारत सरकार  
पर्यटन मंत्रालय  
नई दिल्ली

SECRETARY  
GOVERNMENT OF INDIA  
MINISTRY OF TOURISM  
NEW DELHI

### MESSAGE

I am pleased to learn that PHD Chamber of Commerce and Industry (PHDCCI) is organizing the 12<sup>th</sup> **International Heritage Tourism Conclave** with the theme '*Protecting and Safeguarding the World's Culture and Natural Heritage*' on 21 July 2023 at Jodhpur, Rajasthan.

India is very rich in cultural and natural resources and is one of the most important tourist destinations globally. We are also a vast country and the rising economic prosperity provides a huge opportunity for growth of domestic tourism.

The Ministry of Tourism has been organizing a series of events under the theme '*Dekho Apna Desh*', showcasing the diverse culture, heritage, destinations and tourism products of the country.

I believe that this Conclave will successfully draw a roadmap for the sustainable development of Heritage Tourism in the country.

I wish the programme a grand success!

  
(V Vidyavathi)  
07.07.2023





**PHD CHAMBER**  
OF COMMERCE AND INDUSTRY

**Saket Dalmia**  
President



भारत 2023 INDIA  
वसुधैव कुटुम्बकम्  
ONE EARTH • ONE FAMILY • ONE FUTURE



## MESSAGE

A country as diverse as India is symbolized by the plurality of its culture and heritage. The ancient past of India has ensured that the present and subsequent generations have an abundance of historical, cultural inheritance to be proud of.

Tourism creates immense opportunities for inclusive growth and sustainable development through job creation, regeneration of rural and urban areas and appreciation and protection of natural and cultural heritage.

Ministry of Tourism and Culture encourages heritage tourism in India by offering several benefits to the Indian states that are particularly famous for attracting tourists. The restoration efforts to safeguard valuable heritage assets at government's end in association with various agencies and organizations are visible at places of historic significance, but there are so many places which still stand apart and require immediate attention. Preserving India's cultural heritage for the enrichment and education of present and future generations is crucial.

PHD Chamber of Commerce and Industry (PHDCCI) which has a legacy of 118 years representing 150,000 industries and businesses from across the nation has created a niche for itself across the country through the excellent work done by Expert Committees, State Chapters, International Affairs Committees and Foundations on various subjects of importance.

This report by PHD Chamber of Commerce and Industry and ORG India provides ample scope and opportunities towards preservation of world's cultural and natural heritage.

On behalf of PHDCCI, I would like to extend my warm greetings to all participants in the **12<sup>th</sup> International Heritage Tourism Conclave** and wish it a great success!

(Saket Dalmia)



**"Voice of Industry & Trade"**



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**PHD CHAMBER**  
OF COMMERCE AND INDUSTRY

**Vikramjit Singh**  
**Chair – Tourism & Hospitality Committee**



### **MESSAGE**

PHD Chamber of Commerce and Industry is committed towards Tourism, especially Heritage Tourism. This is evident from the success of its past 11 Heritage Tourism Conclaves. I trust that the **12<sup>th</sup> International Heritage Tourism Conclave** will build on the already strong foundation laid by the Chamber and draw a sharper focus on the important role that all aspects of heritage – be it culture, architecture or cuisine play in attracting tourists and thus bringing in investments, development and jobs to the areas.

Cultural Heritage – both tangible and intangible are resources that need to be protected and carefully managed. It is fundamental that tourism authorities study how best to develop these cultural heritage sites while protecting and preserving them for the long-term.

Harnessing technological innovation, as well as safeguarding heritage is essential for promoting Responsible and Sustainable Tourism to support and unify communities for years to come. Innovation should be integrated for better management, promotion and preservation of heritage, also to make Heritage Tourism accessible.

I hope that the deliberations and discussions during the conclave can come up with some more innovative and creative ideas to help promote Heritage Tourism in more areas and sites across the country.

I would like to thank all the stakeholders for their support and wish the conclave a grand success!

**(Vikramjit Singh)**



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**PHD CHAMBER**  
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**Saurabh Sanyal**  
CEO & Secretary General



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ONE EARTH • ONE FAMILY • ONE FUTURE



### MESSAGE

It is heartening to share that PHD Chamber of Commerce and Industry is organizing its **12<sup>th</sup> International Heritage Tourism Conclave (IHTC)** with the theme '**Protecting & Safeguarding the World's Cultural and Natural Heritage**' on **21 July 2023** in Jodhpur, Rajasthan.

*'The journey of a thousand miles begins with one small step'*

This famous saying amplifies the journey PHDCCI has undertaken from the embarkation of its 1<sup>st</sup> India Heritage Tourism Conclave held in November 2011 at New Delhi over the years via different heritage states to its current avatar, the 12<sup>th</sup> edition of IHTC 2023 being organized in the 'Blue City' of Rajasthan.

India, being a vast and diverse country from its myriad and glorious traditions, rich heritage cultural monuments, beautiful locales and destinations, diverse natural beauty and with over 40 World Heritage Sites by UNESCO – all contributory factors for the development and growth of tourism. It is also resplendent with a beautiful heritage and many facts about them are not known to all.

I would like to emphasize the Chamber's commitment to ensure that the Heritage Tourism industry continues to grow and thrive. It is through working together that this industry has come so far in transforming our country as the most preferred heritage tourism destination.

Heritage Tourism intensifies our role as global citizens, stewards of world heritage and ambassadors of peace – calling us to preserve our past, so we can protect our future.

I trust that PHDCCI's International Heritage Tourism Conclave Series will allow us to strengthen our partnerships and work closely together as architects of such sustainable future. Let us all join the movement to cherish our legacy and be proud Indians!

*Saurabh Sanyal*

(Saurabh Sanyal)



**"Voice of Industry & Trade"**



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### Message from ORG India



Tourism creates immense opportunities for inclusive growth and sustainable development through job creation, regeneration of rural and urban areas and appreciation and protection of natural and cultural heritage.

With the current theme of “Protecting & Safeguarding the Worlds Cultural and Natural Heritage”, it is important for collaborative efforts and increase public private partnership to safeguard our rich and diverse heritage and at the same time provide opportunities for the local inhabitants around the sites.

ORG India is proud to be associated as the knowledge advisor for the 12th International Heritage Tourism Conclave being organized by the PHD Chamber of Commerce and Industry (PHDCCI) on 21st July 2023 in Jodhpur, Rajasthan.

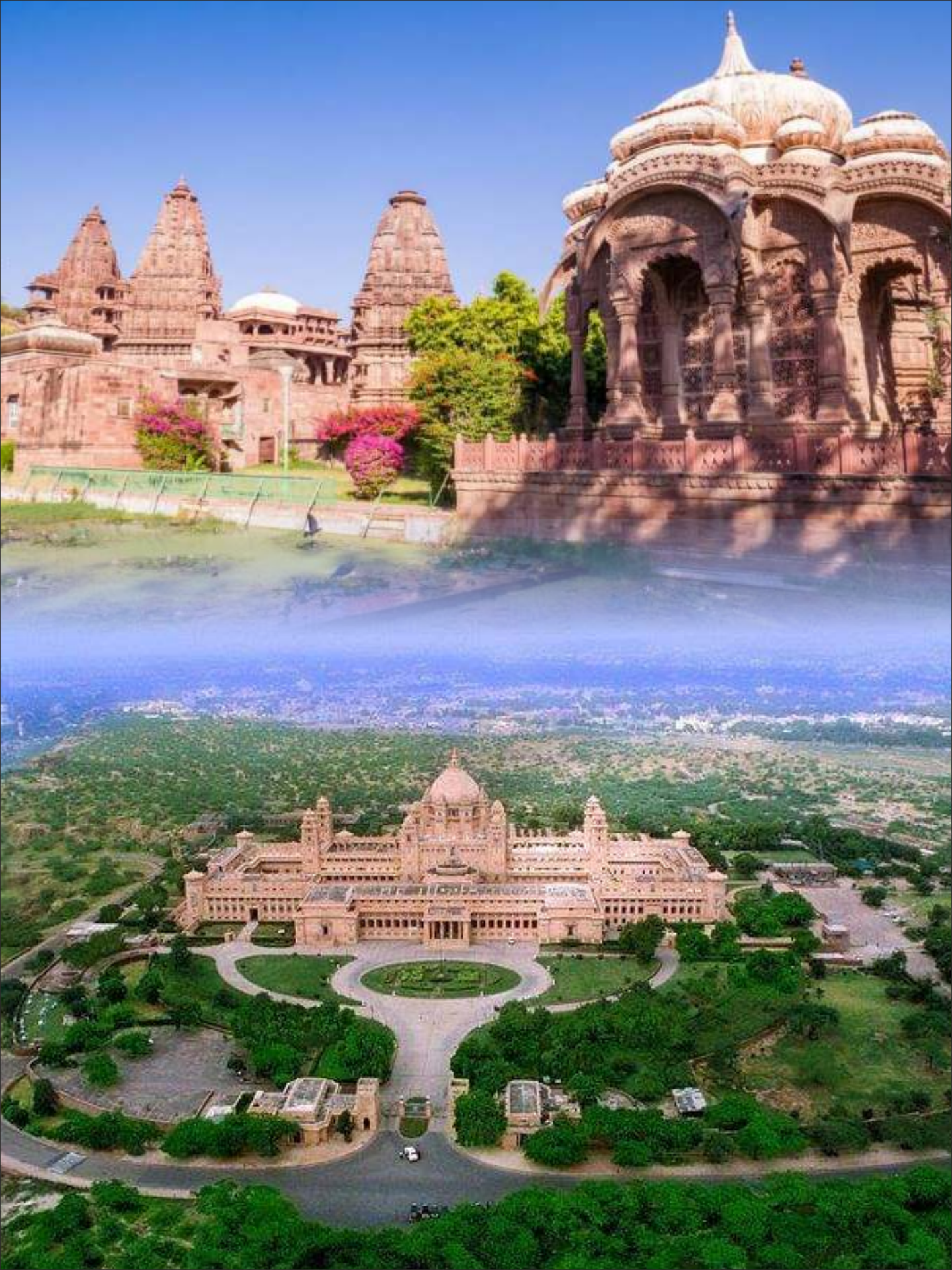
The report has been compiled predominantly from trusted secondary sources and telephonic interactions with tourists showing interest in the heritage & culture of India. A few sources referred to include the, Ministry of Tourism GOI, UNESCO, State Tourism Board.

Both the Central as well as the State government over the last couple of years have drawn up schemes and taken measures to develop Heritage Tourism and in turn generate various revenue streams around it with the help of various stake holders.

We would like to thank the stakeholders, tourism experts and PHDCCI for their enormous support and wish the conclave a grand success

**Chandramouli Guin**

**Director**





## Global Cultural and Natural Heritage and Tourism: An Overview

Protecting and safeguarding the world's cultural and natural heritage is of utmost importance to ensure their preservation for future generations as well as for the growth of the economy. According to studies, the global heritage tourism market size was valued at USD 556.96 billion in 2021 and is expected to grow at a compound annual growth rate (CAGR) of 3.8 per cent till 2030<sup>1</sup>. The growth is partially attributed to the initiatives undertaken by all the governments to promote cultural and natural heritage tourism and partially due to the increasing affordability of travel and rising disposable income. The market is expected to witness promising growth due to the increasing interest of travellers in cultural and natural heritage is likely to drive the growth of the market. According to the UNWTO, about 40 per cent of all tourists worldwide are cultural tourists, spending on heritage sites. Moreover, increasing initiatives by the governments to improve heritage tourism is likely to increase access and spending on heritage travel and drive the heritage travel market growth. Further, the Sustainable Development Goal 11.4 (to strengthen efforts to protect and safeguard the world's cultural and natural heritage) prioritizes the protection and safeguarding of cultural and natural heritage and recognizes the vital role that heritage plays in sustainable development, tourism, cultural diversity, and the overall well-being of communities. Its implementation requires a comprehensive and integrated approach that balances conservation with socio-economic considerations, ensuring that future generations can continue to benefit from and appreciate the world's rich heritage.

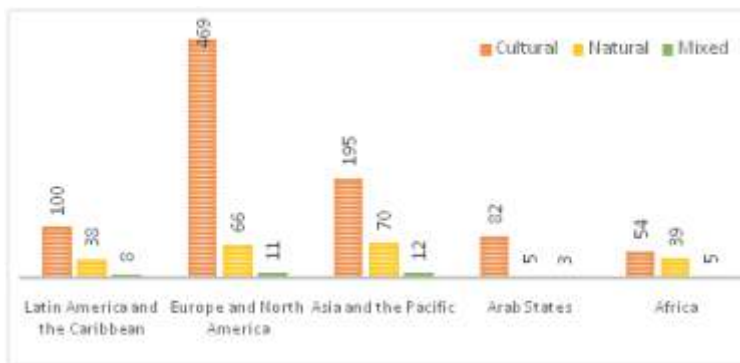


According to UNESCO World Heritage there are 1157 heritage sites worldwide. These sites are distributed across different countries and territories and are recognized for their outstanding universal value in terms of cultural, natural, or mixed criteria. It's important to note that the number of UNESCO World Heritage sites may change over time as new sites are added or delisted due to various factors such as preservation efforts, threats to the site, or changes in the site's status.

<sup>1</sup> <https://www.grandviewresearch.com/industry-analysis/heritage-tourism-market-report>

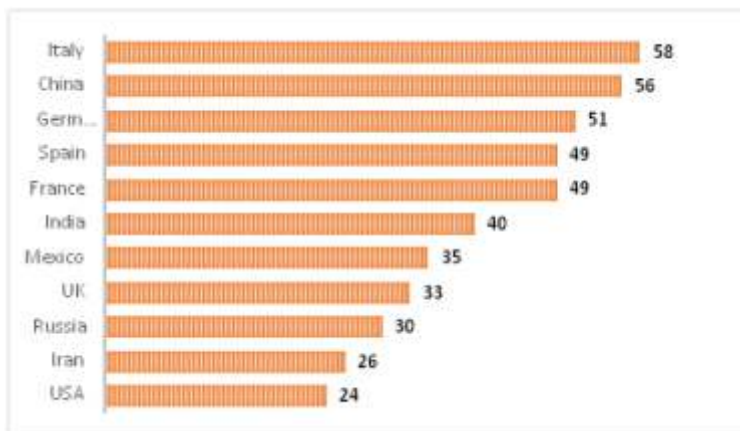
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Fig 1: Number of Heritage Sites across Regions by Types<sup>2</sup>



The world trends shows that all the regions have the same trends with higher number of cultural heritage sites, followed by natural and mixed sites. Cultural sites are highest in Europe and North America while natural and mixed sites are highest in number in Asia and Pacific

Fig 2: Number of UNESCO heritage sites by countries<sup>3</sup>



6th position in the world with 40 sites and is placed ahead of UK and US in terms of the total number of sites notified by UNESCO. India is blessed with heritage sites and spectacles so distinguished in their nature, that they had to be lauded. India is the 6th largest no. of sites in the world. With so many travellers interested in exploring the UNESCO world heritage

sites in India, below is a compilation of all of these places along with the significance attached to them that made them UNESCO heritage sites in the first place.

<sup>2</sup> <https://whc.unesco.org/en/list/stat>

<sup>3</sup> <https://whc.unesco.org/en/list/stat>



## Factors Affecting Heritage Tourism

Several factors influence tourists to visit heritage sites. These factors can vary depending on the individual preferences and motivations of tourists. Here are some key factors that commonly influence tourists' decisions to visit heritage sites:



## Criteria for Selection by UNESCO

Several factors influence tourists to visit heritage sites. These factors can vary depending on the individual preferences and motivations of tourists. Here are some key factors that commonly influence tourists' decisions to visit heritage sites:

UNESCO has specific criteria for the selection of sites for inclusion in its World Heritage List. On 16th November 1972, in the General Conference of UNESCO, the programme began with the Convention Concerning the Protection of the World's Cultural and Natural Heritage. These were established by the World Heritage Committee and the site must meet one or more of the criteria. The World Heritage sites were selected before 2005 on the basis of six cultural and four natural criteria. However, post 2005, the revised Operational Guidelines for the Implementation of the World Heritage Convention was followed with a new category named as mixed sites was introduced. Based on the 2005 guidelines a total of 1157 sites (900 cultural, 218 natural and 39 mixed properties) across the globe has been declared as World Heritage site. The selection criteria of

UNESCO for cultural and natural heritage site is depicted in the following table:

Table 1: Selection Criteria by UNESCO

S I. N O	Criteria by UNESCO	2002		2005	
		Cultur al	Natur al	Cultur al	Natur al
I	Represents a masterpiece of human creative genius		✓	✓	
II	Exhibits an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscapedesign	✓	✓	✓	
III	Bears an unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared	✓	✓	✓	
IV	Is an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history	✓	✓	✓	
V	Is an outstanding example of a traditional humansettlement, land -use, or sea -use which is representative of a culture(s), or human interaction with the environment especially when it has become vulnerable under theimpact of irreversible change	✓		✓	



VI	Is directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance.	✓		✓	
VII	Contains superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance				✓
VIII	Is an outstanding example representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of land forms, or significant geomorphic or physiographic features?				✓
IX	Is an outstanding example representing significant on going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals				✓
X	Contains the most important and significant natural habitats for in -situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation				✓

Source: <https://whc.unesco.org/en/criteria/#:~:text=to%20contain%20the%20most%20important,view%20of%20science%20or%20conservation.>

## Countries and Heritage Tourism

There are several countries around the world that are renowned for their rich cultural and natural heritage and attract a significant number of tourists across the globe. These countries offer heritage tourism experience by offering the tourists to explore and appreciate the rich cultural, historical and natural heritage. According to the CEOWORLD magazine 2021 report, Italy, Greece, Spain, India and Thailand<sup>4</sup> are the top five countries attracting tourist from all across the world.

Countries such as Egypt known for its Great Pyramids of Giza, the Sphinx, the temples of Luxor and Karnak, and the Valley of the Kings; Mexico known for its Mayan ruins of Chichen Itza and Tulum; Cambodia known for its Angkor Wat and Khmer civilization are also popular for its heritage tourism.

### Heritage Sites in India

India is home to a vast number of heritage sites which are rich in history, culture, and are architectural marvels. The following are the notable UNESCO World Heritage Sites in India:

Table2 :Heritage Sites in India

Sl. No.	Name of the Site	State	Year
	<b>Cultural Sites</b>		
1	Agra Fort	Uttar Pradesh	1983
2	Ajanta Caves	Maharashtra	1983
3	Archaeological Site of Nalanda Mahavihara at Nalanda	Bihar	2016
4	Buddhist Monuments at Sanchi	Madhya Pradesh	1989
5	Champaner-Pavagadh Archaeological Park	Gujarat	2004
6	Chhatrapati Shivaji Terminus (formerly V ictoria Terminus)	Maharashtra	2004

<sup>4</sup><https://ceoworld.biz/2021/01/31/best-countries-for-cultural-heritage-influence-2021/>

Sl. No.	Name of the Site	State	Year
7	Churches and Convents	Goa	1986
8	Dholavira: A Harappan City	Gujarat	2021
9	Elephanta Caves	Maharashtra	1987
10	Ellora Caves	Maharashtra	1983
11	Fatehpur Sikri	Uttar Pradesh	1986
12	Great Living Chola Temples	Tamil Nadu	1987
13	Group of Monuments at Hampi	Karnataka	1986
14	Group of Monuments at Mahabalipuram	Tamil Nadu	1984
15	Group of Monuments at Pattadakal	Karnataka	1987
16	Hill Forts of Rajasthan	Rajasthan	2013
17	Historic City of Ahmadabad	Gujarat	2017
18	Humayun's Tomb, Delhi	Delhi	1993
19	Jaipur City, Rajasthan	Rajasthan	2019
20	Kakatiya Rudreshwara (Ramappa) Temple	Telangana	2021
21	Khajuraho Group of Monuments	Madhya	1986
22	Mahabodhi Temple Complex at Bodh Gaya	Bihar	2002
23	Mountain Railways of India	West Bengal	1999
24	Qutub Minar and its Monuments	Delhi	1993
25	Rani-ki-Vav (the Queen's Stepwell) at Patan	Gujarat	2014



Sl. No.	Name of the Site	State	Year
26	Red Fort Complex	Delhi	2007
27	Rock Shelters of Bhimbetka	Madhya Pradesh	2003
28	Sun Temple, Konârak	Odisha	1984
29	Taj Mahal	Uttar Pradesh	1983
30	The Architectural Work of Le Corbusier, an Outstanding Contribution to the Modern Movement	Chandigarh	2016
31	The Jantar Mantar, Jaipur	Rajasthan	2010
32	Victorian Gothic and Art Deco Ensembles of Mumbai	Maharashtra	2018
	<b>Natural Sites</b>		
1	Great Himalayan National Park Conservation Area	Himachal Pradesh	2014
2	Kaziranga National Park	Assam	1985
3	Keoladeo National Park	Rajasthan	1985
4	Manas Wildlife Sanctuary	Assam	1985
5	Nanda Devi and Valley of Flowers National Parks	Uttarakhand	1988
6	Sundarbans National Park	West Bengal	1987
7	Western Ghats	Maharashtra	2012
	<b>Mixed Site</b>		
1	Khangchendzonga National Park	Sikkim	2016

## Stakeholders in Heritage Tourism

Heritage tourism involves various stakeholders who play crucial roles in preserving, promoting, and managing heritage sites and experiences. The key stakeholders in heritage tourism are as follows:



**Government Agencies and Authorities:** Government bodies at national, regional, and local levels are responsible for formulating policies, regulations, and guidelines related to heritage tourism. They often oversee the protection, conservation, and management of heritage sites and provide funding and support for infrastructure development, interpretation, and promotion of heritage tourism.

**Cultural and Heritage Organizations:** Organizations dedicated to the preservation, promotion, and research of cultural and heritage resources play a significant role in heritage tourism. They may

include museums, cultural centers, heritage trusts, archaeological departments, and historical societies. These organizations contribute to conservation efforts, curate exhibitions, organize events, and provide educational programs to enhance visitors' understanding of heritage sites.

**Local and Indigenous Communities:** Local communities living in or near heritage sites are essential stakeholders in heritage tourism. They often have deep connections to the cultural and historical significance of these sites. Engaging and involving local communities in decision-making processes, tourism planning, and benefiting from tourism revenues helps ensure their active participation and the sustainability of heritage tourism. Further, indigenous communities and local cultural groups that have ancestral connections to heritage sites play a crucial role in preserving their traditions, cultural practices, and intangible heritage. Their involvement in heritage tourism can ensure the authentic representation of their culture and provide unique experiences for visitors.

**Tourism Industry:** The tourism industry, including tour operators, travel agencies, hotels, and transportation providers, plays a vital role in promoting and facilitating heritage tourism experiences. They develop itineraries, provide visitor services, and create packages that incorporate heritage sites and activities. Collaboration between the tourism industry and heritage stakeholders is crucial for responsible and sustainable tourism development.

**Non-Governmental Organizations (NGOs):** NGOs focused on heritage conservation, community development, and sustainable tourism practices contribute significantly to heritage tourism. They work in partnership with governments and local communities to support conservation initiatives, community-based tourism projects, and capacity building for heritage preservation.

**Academia and Researchers:** Academics, researchers, and scholars contribute to heritage tourism through their expertise in heritage management, conservation practices, interpretation, and visitor studies. They conduct research, provide training, and offer recommendations for sustainable tourism practices and the preservation of heritage resources.

**Visitors and Tourists:** Visitors and tourists are essential stakeholders in heritage tourism. Their interest in exploring and experiencing heritage sites drives the demand for heritage tourism experiences. Visitors' responsible behavior, respect for cultural sensitivities, and support for local economies and conservation efforts contribute to the sustainable development of heritage tourism.

Effective collaboration and cooperation among these stakeholders are essential to ensure the preservation, promotion, and sustainable management of heritage tourism destinations, while also benefiting local communities and conserving cultural and natural heritage for future generations.



## Heritage Tourism in India

Heritage tourism involves various stakeholders who play crucial roles in preserving, promoting, and managing heritage sites and experiences. The key stakeholders in heritage tourism are as follows:

### Top 5 Markets (In Million)



USA (0.43)



Bangladesh (0.24)



UK (0.16)



Canada (0.08)



Nepal (0.05)



Foreign Tourist Arrival – 1.52 million

Non-Residence Indians Arrival – 5.48 million

### Travel by Purpose

Business and Professional-12.1%

Leisure and Recreation-5.8%

Medical -21.2%

Indian Diaspora -39.2%

Others -21.7%

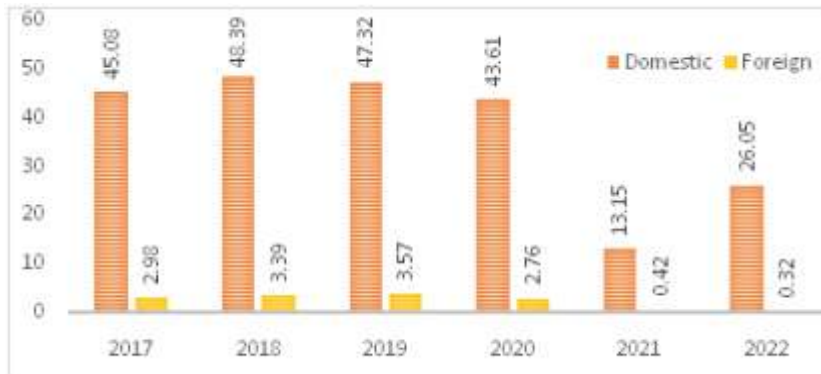


Foreign Exchange Earnings

\$8.797 Billion/INR 65070 Crore

Heritage tourism in India is a significant component of the country's tourism industry. India's rich and diverse cultural heritage, historical sites, ancient monuments, and traditional practices attract millions of tourists from around the world. In recent years, India has seen significant growth in its heritage tourism industry, with an increasing number of domestic and international tourists visiting the heritage sites in the country. However, the COVID-19 pandemic has had a significant impact on the tourism industry in India, with the closure of tourist destinations and the restrictions on travel and gatherings.

Fig3 : Number of visitors to national monuments across India from financial year 2017 to 2022, by type (in millions)<sup>5</sup>



During 2022, a total of 26.37 million tourist visited the national monuments as compared to 48.06 million in 2017. This is due to the impact of COVID-19 pandemic. However, post opening of the borders the number of domestic and foreign tourist has

shown a positive growth. The total number of Tourist visiting ASI monument has registered a positive annual growth to the tune of 94.3% in the same period (Table 3).

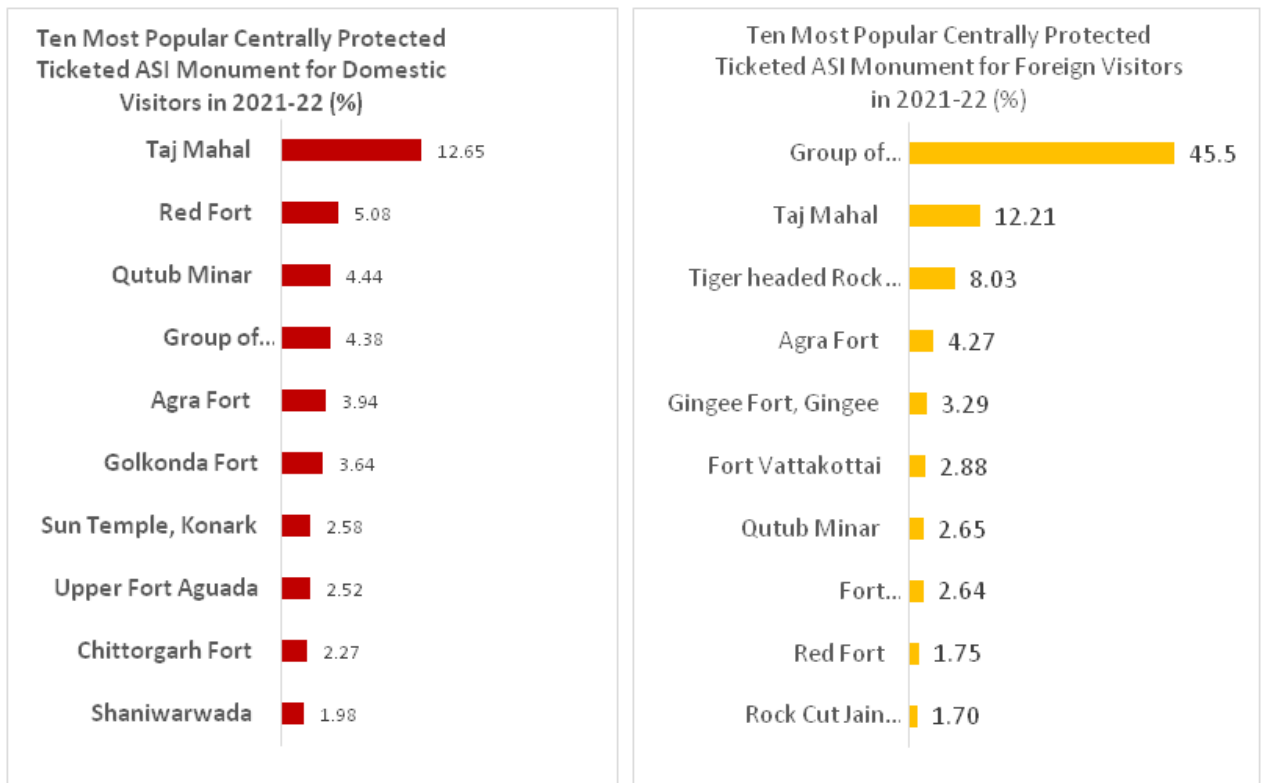
Table 3:Visitors To Centrally Protected Ticketed ASI Monuments

Year	Number of Centrally Protected Ticketed ASI Monuments	Domestic	Foreign	Total	% Change over Previous year
2016-17	116	45076706	2982601	48059307	13.0
2017-18	116	48394768	3397673	51792441	7.8
2018-19	116	47316029	3576837	50892866	-1.7
2019-20	116	43607075	2756561	46363636	-8.9
2020-21	116	13153076	415859	13568935	-70.7
2021-22	144	26046891	318673	26365564	94.3

<sup>5</sup><https://www.statista.com/statistics/1021726/india-national-monument-visitors-by-type/>

According to the Indian Tourism Statistics, 2022, Taj Mahal, Agra (3.29 Million) was the most visited monument by the domestic visitors followed by Red Fort (1.32 Million) and Qutub Minar (1.15 Million) in 2021-22. With respect to foreign visitors the most popular monument in 2021-22 was Group of Monument, Mamallapuram (0.14 Million) followed by Taj Mahal (0.038 Million) and Tiger headed Rock cut & two other monument, Saluvankuppam (0.025 Million) (Fig4)

Fig 4: Most Popular Centrally Protected Ticketed ASI Monument for Visitors (%)





## Heritage and Tourism: Post Pandemic

The COVID-19 pandemic has had a significant impact on heritage tourism worldwide. As the tourism industry is gradually recovering and adapting to the new normal. Prime Minister Shri Narendra Modi in his address during the post-budget webinar on “Developing Tourism in Mission Mode”, organized by Ministry of Tourism in 2023 announced that 50 tourism destination will be developed across India in a holistic manner, which can be later promoted globally<sup>6</sup>. Accordingly, INR 2400 crores are allocated to the Ministry of Tourism in the Union Budget 2023-24. PPP models have also been given importance as a potential for creating value around these monuments and make them living example of wealth and beauty India offers. Further, INR 1102.83 crore has been allocated in the budget, 2023, to the ASI for protection, preservation and conservation of Centrally Protected Monuments/sites<sup>7</sup>. Several other initiatives were undertaken by the Ministry of Tourism to promote tourism. Various webinars and promotional activities were conducted under “Dekho Apna Desh” (2020), an initiative to create awareness about the rich heritage and cultural sites of India. The state government have also taken various initiatives to promote its heritage tourism. The government of Gujarat introduced its first Heritage Tourism Policy 2020-25, whereby financial assistance will be provided for converting heritage buildings built before 1950 into hotels, banquet halls and restaurants. Similarly, the Kerala government has initiated the Travancore Heritage Tourism Project (THTP) whereby 1 billion INR are being invested to develop the heritage circuit in the state. The government has also introduced other schemes such as “Swadesh Darshan 2”, 2023, where 15 States are identified to promote India’s domestic tourism. The policy aims to revive tourist sites such as Jhansi, Prayagraj, Khajurao, Ajanta and Ellora, etc. This will help in creating jobs for the locals, enhance skills with respect to tourism and hospitality and increase private sector investment.

Additionally, INR 250 crores has been allocated under the PRASHAD Scheme (Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive) which was launched in 2015 to focus and developing pilgrim sites across India to enrich religious tourist hotspots.

<sup>6</sup><https://tourism.gov.in/sites/default/files/2023-03/PIB1904077.pdf>

<sup>7</sup><https://travel.economicstimes.indiatimes.com/news/ministry/tourism-sector-gets-inr-2400-cr-in-budget-2023-24-18-42-increase-from-last-year/97543481>

Further, initiatives such as

- Development of heritage sites
- Rejuvenating old forts into world class structure or hotel
- Setting up new museums
- Better infrastructure for connectivity. All aspects such as physical connectivity, virtual connectivity, tourist guides, high standards for food streets and tourist security to be available on App to enhance tourist experience
- To set up the Indian Institute of Heritage and Conservation at Noida, Gautam Buddha Nagar, Uttar Pradesh, which will be deemed University to come up with skilled manpower in the field of museum and archaeology<sup>8</sup>.
- The employment in the tourism sector will be created, the Central grant will contribute the specified grants to the State governments for the development of tourism in the state
- Promotion of North-Eastern states. The government has earmarked INR 229 crore for tourism infrastructure and promotion of tourism. Every destination would be developed as a complete package
- Promotion of “YUVA Tourism Clubs”
- “Action Plan for Champion Sectors in Services” focused on 12 identified Champion Services Sectors, namely, Information Technology & Information Technology enabled Services, Tourism & Hospitality Services, Medical Value Travel, Transport & Logistics Services, Accounting and Finance Services, Audio Visual Services, Legal Services, Communication Services, Construction and Related Engineering Services, Environmental Services, Financial Services and Education Services and Rs. 5000 Crores have been earmarked to support sectoral initiatives of the Nodal Ministries/Departments identified for these sectors<sup>9</sup>.
- The Ministry of Tourism has launched the “Adopt a Heritage: ApniDharohar, ApniPehchaan” project which is a collaborative effort by the Ministry of Tourism, Ministry of Culture, Archaeological Survey of India and State/ UTs Government for developing tourism amenities at heritage/ natural/ tourist sites spread across India for making them tourist friendly, in a planned and phased manner. It aims to encourage companies from public sector, private sector, corporate citizens, NGOs, individuals and other stakeholders to become ‘Monument Mitras’. As of now there are more than 600 registration of Monument Mitras<sup>10</sup>.
- Ministry of Tourism has also signed various Memorandum of Understanding (MoU) for bi-lateral/ multi-lateral cooperation for development and promotion of UNESCO Heritage sites

<sup>8</sup><https://theprint.in/india/iit-to-provide-higher-education-foster-research-on-indias-heritage-conservation-govt/1350623/>

<sup>9</sup><https://www.pib.gov.in/PressReleasePage.aspx?PRID=1898023#:~:text=Centre%20has%20formulated%20'Action%20Plan,Transport%20%26%20Logistics%20Services%20Accounting%20and>

and other hotspots of India with organizations like Association of South East Asian Nations (ASEAN), United Nations World Tourism Organization (UNWTO), South Asian Association for Regional Cooperation (SAARC), Economic and Social Commission for Asia and the Pacific (ESCAP), etc. MoUs have also been signed with countries like Argentina, Japan, Saudi Arabia, Croatia, Philippines, Finland, Australia, Spain, Indonesia, Malaysia and many more.





## Success Stories

**Case Study 1: Machu Picchu, Peru:** Machu Picchu is an iconic UNESCO World Heritage site in Peru that attracts millions of visitors each year. It was declared as World Heritage site in 1983. The site's preservation and sustainable tourism practices have been a significant focus. Post 2016, the Peruvian government implemented measures to control visitor numbers, limit daily entry tickets, and establish designated trails. This approach ensures the protection of the site while allowing visitors to experience its cultural and historical significance. Further, organizations and people who work on site keep Machu Picchu and the associated village Aguas Calientes clean, by minimizing the effects of tourism on nature and the cultural heritage. Inkaterra (a Peruvian eco-tourism company) along with the AJE Group (a multinational beverage company in Peruvian family ownership) work together to promote sustainable and environmentally friendly tourism and the conservation of culture at the Machu Picchu. Initiative such as bio-diesel plants, waste compacting plant and organic waste processing plants were introduced by the joint venture of Inkaterra and AJE Group to protection and preservation of the wonder.

**Case Study 2: The Japanese Cultural Tourism Program:** Japan is well-known for its rich cultural heritage and tourism initiatives that promote its unique traditions and attractions. The Japanese government, local municipalities, and tourism organizations have implemented various programs to enhance cultural tourism experiences for visitors. To encourage more foreign tourists to come to Japan on both first-time and repeat visits, interesting, easy-to-follow information and experiences to stimulate deep interest in Japanese history and traditional culture are provided. Workshops were held by the Japanese Commission with a view to facilitating a deeper knowledge and understanding on the part of Japanese people of their own history and culture, and at the same time how to identify and utilize cultural tourist resources to attract foreign tourists, and to provide a cultural tourism experience for large numbers of tourists. Various local governments in Japan have implemented initiatives to promote cultural tourism. For example, some cities have established cultural tourism centres or information hubs to provide visitors with resources and guidance on cultural attractions, events, and experiences in the area.

**Case Study 3: Hampi, Karnataka:** Hampi is a UNESCO World Heritage site in Karnataka known for its ancient ruins and historical significance. It was declared as World Heritage site in 1986. The site has been developed as a heritage tourism destination, with efforts to preserve and showcase its architectural marvels. The Karnataka Government had constituted the Hampi World Heritage Management Authority in 2003, which works on conservation, infrastructure development, interpretation centers, and community engagement to ensure the sustainable development of heritage tourism. It was headed by a commissioner and has administrative officers and experts from various fields. A separate security force was also appointed to protect the monument and demolish illegal constructions in the area.



## SWOT Analysis of Heritage Tourism

Strength	Weakness	Opportunities	Threats
<ul style="list-style-type: none"> <li>• Varied heritage &amp; culture</li> <li>• Knowledge of Hindi &amp; English by the local people</li> <li>• Good medical facilities</li> <li>• Job opportunities for local people</li> <li>• Accommodation for almost all type of people</li> <li>• Wide food options</li> <li>• Continuous inflow of tourist throughout the year</li> <li>• Low labor cost as compared to other countries</li> <li>• Various regional festivals</li> <li>• Magnificent Seven Wonders of the world</li> <li>• Suitable Climate and natural surrounding</li> </ul>	<ul style="list-style-type: none"> <li>• Safety issues</li> <li>• Infrastructure is the biggest bottleneck</li> <li>• Lack of aggressive marketing &amp; promotional strategies</li> <li>• The visitors are not directed in a proper manner</li> <li>• Excavation works are not done continuously and in a consistent way</li> <li>• Enough importance is given in a place of cultural and heritage assets</li> <li>• Condition of roads, electricity problems</li> <li>• Fraud with International tourists</li> <li>• No proper connectivity for most of the travel destinations</li> <li>• No proper marketing of the vast variety of Indian cuisine</li> </ul>	<ul style="list-style-type: none"> <li>• Increased privatization</li> <li>• Taking the 'Clean India' and 'Atmanirbhar' movement forward</li> <li>• Contribution towards the growth in GDP and provide employment</li> <li>• Travel destinations which have not been developed can be developed to attract tourist</li> <li>• Increasing tourism in health</li> <li>• Student Exchange Program</li> <li>• Use of app-based services and social media will help in boosting the sector</li> <li>• Promotion of fairs and events like Goa Carnival, Varanasi ghats, Pushkar fair can mesmerize and thrill the visitors.</li> <li>• Eco-Tourism Initiative</li> <li>• Increased Hotel opportunities</li> <li>• High potential for alternative tourism types</li> </ul>	<ul style="list-style-type: none"> <li>• Economic slow down</li> <li>• Dual pricing is a major deterrent</li> <li>• Inadequate Infrastructure and roads</li> <li>• Terrorism- Areas like Jammu Kashmir and borders are more volatile</li> <li>• Widespread poverty, presence of beggars, theft annoy the tourists</li> <li>• Increase in crime especially against women tourists</li> <li>• The market is at risk from extreme weather events like floods, rain and scorching summers</li> </ul>



## Way Forward

The following are some key considerations and trends related to heritage tourism post-pandemic:

**Safety and Hygiene Measures:** Health and safety will remain a top priority in the post-pandemic era. Heritage sites and tourism establishments will continue implementing enhanced hygiene protocols, such as regular sanitization, crowd management, social distancing measures, and contactless transactions, to ensure the safety of visitors.

**Domestic and Local Tourism:** With international travel restrictions and uncertainties, domestic and local tourism are expected to play a vital role in the revival of heritage tourism. People may explore their own countries or nearby regions, leading to increased visits to local heritage sites and cultural attractions.

**Outdoor and Nature-Based Heritage Experiences:** Outdoor and nature-based heritage experiences are likely to be favored by travelers seeking open spaces and fresh air. Heritage sites with expansive grounds, gardens, and natural surroundings may witness increased visitation as people prioritize outdoor activities and connect with nature.

**Digital Technologies and Virtual Experiences:** The pandemic has accelerated the adoption of digital technologies in tourism. Heritage sites may continue to offer virtual tours, augmented reality experiences, and online exhibitions to engage visitors and provide access to cultural heritage remotely.

**Social Media:** To protect and promote the authenticity of cultural heritage by developing cultural tourism with the help of social media platforms where all the stakeholders can exchange as information as they want to and get ideas and experience to adopt best practices across the world.

**Sustainable and Responsible Tourism:** The pandemic has highlighted the importance of sustainable and responsible tourism practices. Heritage tourism stakeholders may focus on promoting sustainable tourism initiatives, community engagement, and preserving the authenticity and integrity of heritage sites. Encouraging the World Heritage Sustainable Tourism Programme including training and capacity building for the stakeholders associated with the industry to protect and managing these sites with sustainable approach

**Cultural Exchange and Authentic Experiences:** Travelers are likely to seek meaningful and authentic experiences, including cultural immersion, interaction with local communities, and learning about traditional practices. Heritage tourism can provide opportunities for cross-cultural exchange and promote understanding and appreciation of diverse cultures.

**Flexibility and Resilience:** Heritage tourism stakeholders will need to be flexible and adaptable in response to changing travel restrictions and evolving circumstances. They may implement flexible booking and cancellation policies to instill confidence in travelers and accommodate their changing plans.

**Collaboration and Partnerships:** Collaboration among stakeholders, including government bodies, heritage organizations, tourism boards, and local communities, will be crucial for the recovery and sustainable development of heritage tourism. The local communities must be made believe that any investment will deliver benefits to them in terms of jobs and the acquisition of skills. Community participation is important and to ensure it there is a need follow a inclusive strategy. Sharing resources, knowledge, and best practices can help in creating a resilient and thriving heritage tourism sector.

**Industry Members:** It is important to have an empowered nodal body comprising government, online travel agencies, airlines, hotels, and other industry representatives with the objective of promoting discoverability, ease of booking and fulfilment of our cultural, natural and heritage sites. The industry members play a vital role in planning and executing the policy framework. With the help of their support, the policies are designed to provide heritage and tourism managers with a theoretical framework and practical guidelines to help guide cultural tourism development and management in and around World Heritage sites.

It is important to note that the post-pandemic landscape is dynamic and subject to changes based on the evolving travel regulations, and public health considerations. The schemes introduced by the government has led to increase footfall, enhance tourist experience and employment opportunities in a sustainable way. The central government should now, consider revisiting norms under tourism infrastructure development schemes, so that, states may utilize funds under such schemes to develop health and safety infrastructure to ensure nil or minimum chances of transmission of communicable diseases in future. This will enhance confidence in tourists and the tourism sector. The recovery of heritage tourism will depend on the ability of stakeholders to adapt, innovate, and prioritize the well-being of visitors, communities, and the preservation of cultural heritage.

## Conclusion

To achieve sustainability of heritage tourism, effective marketing campaigning communicating the COVID safety measures at the various heritage destinations are the primary importance to rebuild tourist confidence and trust. Emphasis should be given on the conservation, preservation and restoration of heritage sites. Schemes such as “Adopt a Heritage” scheme which promotes public-private partnership should be encouraged and needs to be promoted and executed aggressively.

Nearly 3700 centrally protected monuments /sites under the ASI in the country should be nominated and promoted by the government for UNESCO world heritage site. Though there has been an improvement in the connectivity and infrastructure but there is still scope for improvement. The massive investment in improving the tourism sector in Union Budget 2023-24 will further improve the connectivity and encourage private investments especially in infrastructure development (including basic amenities like restrooms as well as peripheral infrastructure such as hotels and restaurants) at these sites.

The focus on digitization and sustainability has increased particularly during the post COVID era. Investments on technology to ensure contactless transactions, creating advanced reservation apps and setting up daily visitor limits etc. would help in promoting tourism. Involving the stakeholders can help in understanding the supply and demand side of heritage tourism.

With the vision of Atmanirbhar Bharat and the mantra for “vocal for local”, India’s quest for self-reliance and creating strong enterprise can be achieved with targeted efforts to enhance sustainable heritage tourism.



**PHD CHAMBER**  
OF COMMERCE AND INDUSTRY



## About PHD Chamber of Commerce and Industry

PHD Chamber of Commerce and Industry has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past 118 years. It is a forward looking, proactive and dynamic PAN-India apex organization. As a partner in progress with industry and government, PHDCCI works at the grass roots level with strong national and international linkages for propelling progress, harmony and integrated development of the Indian economy.

PHDCCI, acting as the “Voice of Industry & Trade” reaching out to 1,50,000 large, medium and small industries, has forged ahead leveraging its legacy with the industry knowledge across multiple sectors to take Indian Economy to the next level.

At the global level, we have been working with the Embassies and High Commissions in India to bring in the International Best Practices and Business Opportunities.

PHDCCI's Tourism & Hospitality Committee aims to promote tourism activities in and outside the country and endeavours to organize various tourism conclaves, seminars, road shows and webinars in close cooperation with the Ministry of Tourism, Government of India; State Tourism Boards; International Tourism Boards and private stakeholders.

Tourism in its various forms like Heritage, Medical, Golf, MICE, Film, Religious, Border, Rural, Sustainable, Plays a critical role in the growth of the tourism industry. Our main focus has been to join efforts with the tourism stakeholders for developing an integrated approach and promote the tourism industry.

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## About ORG-India

Operations Research Guild India Private Limited (ORG-India) was set up by the senior professionals of ORG- MARG after the holding company AC Nielsen divested its consulting portfolio to a group of employees headed by the then President of AC Nielsen. The new company was registered in Baroda in 2004 and continues to be inspired by the original founder, the visionary Dr. Vikram Sarabhai. ORG India was set up with the objective of applying modern analytical operations research, quantitative techniques and systems methodology to problems of planning and decision-making in management.

The research team of ORG-India operates out of Kolkata, Delhi, Bangalore, Pune, Baroda & Ahmedabad. The team has rich experience of working with both domestic as well as global majors and relies exhaustively on usage of technology for data collections thereby ensuring reliability, validity checks as also faster turnaround time.

The consultants at the research unit of ORG-India act as the “strategic consulting arm”. In view of competitive global environment, organizations can find themselves short of resources, information, or the specific expertise to carry out first class analysis. This hub provides a resource that combines rigorous and objective research enmeshed with creativity. We have the expertise to draw out and communicate key insights and foresights. This improves understanding of customers and competitors and enhances the ability to exploit new opportunities.





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