

Incredible India



NATIONAL APEX CHAMBER

8th india heritage Tourism Conclave

'Sustainable Tourism Management at World Heritage Sites'

March 27, 2019 at WelcomHotel The Savoy, Mussoorie



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CONCEPT & BACKGROUND

One of the pillars of the tourism industry has been mankind's inherent desire to see and learn about the cultural identity of different parts of the world. World Heritage Sites are among the most symbolic tourism destinations and attractions, facing numerous challenges due to an ever increasing tourism activity and related development issues. Therefore, it is fundamental that tourism authorities study how best to develop these cultural heritage sites while protecting and preserving them for the long-term.

Today many tourism sites are receiving huge influx of visitors, especially in peak periods that might cause severe management difficulties, deterioration of the visitor experience, as well as the general site conditions. Successful management of congested tourism attractions goes much beyond the sites themselves; it is dependent on the effective coordination between site managers, local authorities, tour operators, transportation companies, information managers at different levels.

PHD Chamber of Commerce and Industry aims at illustrating how World Heritage Sites can be integrated into broader regional and destination-level tourism management processes, creating a strong platform to exchange best practices, discuss challenges and opportunities in the Heritage Tourism sector. The **1st India Heritage Tourism Conclave (IHTC)** held on **November 23, 2011** at **New Delhi** was a first of its kind in India. The conclave touched upon all aspects of heritage that we as Indians are proud of, be it our heritage sites, art & crafts, music or cuisine.

In keeping with the success of the 1st IHTC, PHD Chamber organized the 2nd IHTC on November 28, 2012; 3rd IHTC on February 21, 2014; 4th IHTC on February 20, 2015 at New Delhi; 5th IHTC on February 12, 2016 at Jaipur; 6th IHTC from March 16-17, 2017 at Khajuraho and 7th IHTC on March 23, 2018 at Ahmedabad. All the Conclaves proved to be a runaway success.

Taking the legacy forward, PHDCCI is organizing the **8th India Heritage Tourism Conclave** with the theme **'Sustainable Tourism Management at World Heritage Sites'** on **March 27, 2019** at **WelcomHotel The Savoy, Mussoorie**.

The Conclave will address key tourism management issues, such as coordination between heritage management and tourism organizations, extending benefits to local communities, reducing tourism congestion and environmental impacts.



OBJECTIVES

- To promote Heritage Tourism across the globe in a sustainable manner keeping in view the carrying capacity of the destinations
- To bring together all the relevant stakeholders on one common platform where they can share ideas to promote Heritage Tourism
- To provide a platform for private sector investors of tourism industry regarding issues and opportunities affecting investment in Heritage Tourism in India
- To invite suggestions or recommendations to improve the business skills and global best practices to preserve Indian heritage
- To create a platform for tourism boards to showcase the heritage sites of their states/ countries

STAKEHOLDERS

- Ministry of Tourism | Culture | Civil Aviation
- Ministry of External Affairs | Home Affairs | Environment
- Archaeological Survey of India (ASI)
- Tourism Boards (Domestic & International)
- Embassies & High Commissions
- Captains of Tourism, Hospitality & Aviation Industry
- Indian and Foreign Tour Operators
- Indian Railway Catering and Tourism Corporation (IRCTC)
- International & National Tourism Experts
- Tour Guides, Managers
- Corporate Groups with investments in infrastructure
- Institutes imparting Tourism related Education
- Historians/ Storytellers
- Media and all other stakeholders

TAKE AWAYS

- Structured face to face business meetings
- Focused Knowledge Sessions and Creative Workshops throughout the day
- Exhibition platform for destinations to showcase heritage sites, art and culture
- Interaction with 250+ representatives from the tourism, hospitality and aviation industry
- New investment opportunities in the Heritage Tourism market



Glimpses of Previous Conclaves

1st India Heritage Tourism Conclave, 23 November 2011 in New Delhi



2nd India Heritage Tourism Conclave, 28 November 2012 in New Delhi



3rd India Heritage Tourism Conclave, 21 February 2014 in New Delhi



4th India Heritage Tourism Conclave, 20 February 2015 in New Delhi



5th India Heritage Tourism Conclave, 12 February 2016 in Jaipur



6th India Heritage Tourism Conclave, 16-17 March 2017 in Khajuraho



7th India Heritage Tourism Conclave, 23 March 2018 in Ahmedabad



For further enquires please contact:

Ms. Sulagna Ghosh: (O) 011 49545423 Extn. 227 (M) 8800339112 (E) sulagna.ghosh@phdcci.in

Mr. Sanchit Prabhakar: (O) 011 49545423 Extn. 242 (M) 7982072810 (E) sanchit.prabhakar@phdcci.in

PHD Chamber of Commerce and Industry : PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi 110016

Tel: 91-11-26863801-04, 49545454 Fax: 91-11-26855450, 49545451, Website: www.phdcci.in