

# Incredible India



NATIONAL APEX CHAMBER

# 10<sup>th</sup> International Heritage Tourism Conclave

*Harnessing Power of Heritage Tourism  
with Focus on Sustainability*

 **12 March 2021**

**WelcomHeritage Ramgarh,  
Panchkula**



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## CONCEPT & BACKGROUND

Heritage Tourism plays a crucial role in building the visitor economy and destinations should seek to maximize the opportunities it brings. There is a broad consensus that tourism development should be sustainable; however, the question of how to achieve this remains an object of debate. Increasingly, destinations are endorsing and following 'Responsible Tourism' as a pathway towards Sustainable Tourism.

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.

PHD Chamber of Commerce and Industry aims at creating a strong platform to exchange best practices, discuss challenges and opportunities in the Cultural and Heritage Tourism sector.

Building on the previous nine editions, this Conclave will deliberate on how the tourism and culture sectors can work together more collaboratively and increase public-private partnerships to ensure the protection of our Cultural and Natural Heritage while extending benefits to local communities.





## OBJECTIVES

- To bring together all the stakeholders on one common platform where they can share ideas to promote Cultural and Heritage Tourism
- To promote Heritage Tourism across the globe in a sustainable manner keeping in view the carrying capacity of the destinations
- To create a platform for tourism boards to showcase the cultural and natural heritage sites of their states/countries
- To provide a platform for private sector investors to discuss 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

## TAKE AWAYS

- Focused Knowledge Sessions with industry experts
- Exhibition platform to showcase heritage sites, art and culture
- B2B meetings
- Network with representatives from the tourism, hospitality and aviation industry
- New investment opportunities in the Cultural and Heritage Tourism market
- Release of Knowledge Report on Heritage Tourism

## STAKEHOLDERS

- Ministry of Tourism | Culture | Civil Aviation
- Ministry of Environment, Forest and Climate Change
- Tourism Boards (State and International)
- Embassies and High Commissions
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- Archaeological Survey of India (ASI)
- Indian National Trust for Art and Cultural Heritage (INTACH)
- National Monuments Authority (NMA)
- Indian Railway Catering and Tourism Corporation (IRCTC)
- Airline Companies
- Hotels and Resorts
- Tour Guides, Managers
- Captains of Tourism, Hospitality and Aviation Industry
- Corporate Groups with investments in infrastructure
- Institutes imparting tourism related education
- Media and all other stakeholders





# Glimpses of Previous Conclaves

1<sup>st</sup> IHTC -23 November 2011 in New Delhi



2<sup>nd</sup> IHTC -28 November 2012 in New Delhi



3<sup>rd</sup> IHTC - 21 February 2014 in New Delhi



4<sup>th</sup> IHTC - 20 February 2015 in New Delhi



5<sup>th</sup> IHTC - 12 February 2016 in Jaipur



6<sup>th</sup> IHTC - 16-17 March 2017 in Khajuraho



7<sup>th</sup> IHTC - 23 March 2018 in Ahmedabad



8<sup>th</sup> IHTC, 27 March 2019 in Mussoorie



9<sup>th</sup> IHTC - 13 March 2020 in Gwalior



**Sponsorship Opportunities are also available!**

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