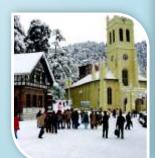# 11th International Heritage
Tourism Conclave

'Heritage as a key driver of Sustainability'

22 April 2022

WelcomHeritage
Elysium Resort & Spa, Shimla

CONCEPT & BACKGROUND

Heritage Tourism plays a crucial role in building the visitor economy and destinations should seek to maximize the opportunities it brings. 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.

The UN SDGs 11, 8, 12, 4 and 16 are influenced by the protection of cultural heritage, responsible consumption through adaptive reuse, tourism jobs, increasing awareness, heritage resources and knowledge, a sense of belonging and recovering post disaster.

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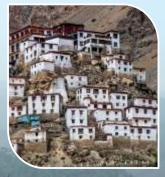
PHD Chamber of Commerce and Industry aims at creating a strong platform to exchange best practices, discuss challenges and opportunities in the Cultural and Heritage Tourism sector.

Building on the previous ten 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.
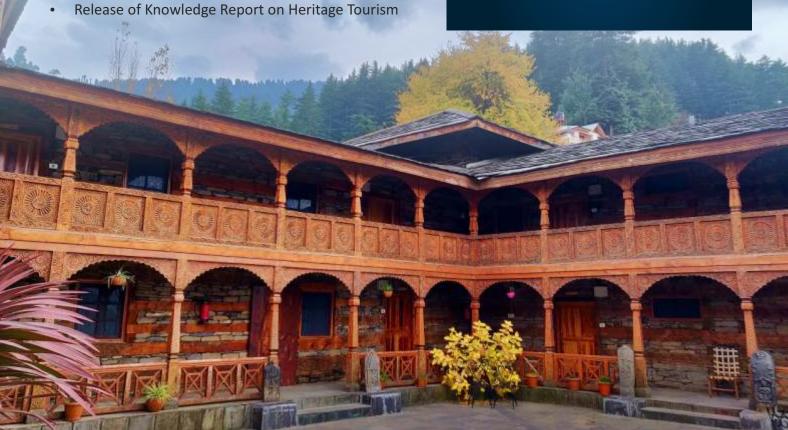
OBJECTIVES

- 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 (States 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
- Institutes imparting tourism education
- Media and all other stakeholders

Glimpses of Previous Conclaves

1st IHTC -23 November 2011 in New Delhi

2nd IHTC -28 November 2012 in New Delhi

3rd IHTC - 21 February 2014 in New Delhi

4th IHTC - 20 February 2015 in New Delhi

5th IHTC - 12 February 2016 in Jaipur

6th IHTC - 16-17 March 2017 in Khajuraho

7th IHTC - 23 March 2018 in Ahmedabad

8th IHTC, 27 March 2019 in Mussoorie

9th IHTC - 13 March 2020 in Gwalior

10th IHTC - 12 March 2021 in Panchkula

Sponsorship Opportunities are also available!

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