



पर्यटन मंत्रालय
MINISTRY OF
TOURISM

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Incredible India



14TH INTERNATIONAL HERITAGE TOURISM CONCLAVE खयाल विरासत का



25 July 2025

Vadodara, Gujarat



BACKGROUND

Heritage Tourism, which focuses on the cultural legacy of destinations, has emerged as one of the fastest-growing segments of the global travel industry. According to the UNWTO, cultural and heritage tourism accounts for **40%** of all international tourism. In India, the Ministry of Tourism's 2023-24 report highlights that heritage tourism contributed to nearly **25%** of **domestic tourism revenue**, and international arrivals to heritage sites grew by **18% year-on-year in 2023**, post-pandemic recovery.

India is home to 42 UNESCO World Heritage Sites, ranking among the top globally. With increasing interest from millennial and Gen Z travelers in immersive, story-driven experiences, heritage tourism has become a critical component of India's travel identity.

Yet, the sector faces challenges ranging from over-tourism, inadequate infrastructure, poor documentation, lack of local engagement, to climate vulnerabilities affecting monuments and cultural sites. There is an urgent need to align heritage tourism with adaptive reuse models, community-based practices and smart conservation approaches.

The 14th International Heritage Tourism Conclave, set against the majestic backdrop of Laxmi Vilas Palace in Vadodra, seeks to bring together experts, stakeholders and policymakers to foster dialogue and action on these pressing priorities. Through insightful sessions, a live Heritage Walk and collaboration opportunities, the Conclave will explore ways to make heritage tourism more inclusive, resilient and globally competitive.



OBJECTIVES

- Bring together stakeholders to exchange ideas for promoting Cultural and Heritage Tourism.
- Provide a platform for tourism boards to showcase cultural and natural heritage sites.
- Promote sustainable and responsible heritage tourism aligned with UN SDGs.
- Showcase best practices in preservation, adaptive reuse and interpretation of heritage.
- Facilitate discussions between investors and industry leaders on investment opportunities.
- Enhance the role of local communities in safeguarding and benefiting from cultural heritage.

KEY TAKEAWAYS

- Curated Heritage Walk through Laxmi Vilas Palace
- Focused sessions by heritage tourism experts and policymakers
- Exhibition booths showcasing traditional art, architecture and tourism projects
- Networking opportunities with industry stakeholders
- Release of Knowledge Report on emerging trends in Heritage Tourism
- Case studies and presentations on innovative heritage initiatives
- Discussion on community involvement, sustainability and technology integration

STAKEHOLDERS

- Ministry of Tourism, Culture, Environment & Forest
- UNESCO, ICCR, ASI, INTACH, IRCTC
- Tourism Boards
- Embassies and High Commissions
- Hospitality, Aviation and Travel Industry
- Indian Heritage Hotels Association
- Tour Operators and Travel Agencies
- Tourism & Heritage Educators and Students
- Investors and Community Leaders
- Media and related 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

11th IHTC - 22 April 2022 in Shimla

12th IHTC, 21-22 July 2023 in Jodhpur

13th IHTC - 12 July 2024 in Indore



Partnership opportunities available!

Sulagna Ghosh, Secretary, PHDCCI | (M) 8800339112 (O) 011-49545423 Ext. 227 (E) sulagna.ghosh@phdcci.in
Sanchit Prabhakar, Deputy Secretary, PHDCCI | (M) 7982072810 Extn. 242 (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: 91-11-26855450-04, 49545454 | Fax: 91-11-26855450, 49545451