



15<sup>TH</sup> INTERNATIONAL  
**HERITAGE TOURISM**  
CONCLAVE खयाल विशत का



**24 July 2026**

*Hyderabad, Telangana*



## BACKGROUND

Heritage Tourism is no longer a niche, it is a strategic pillar of global tourism growth. Globally, cultural and heritage tourism contributes over 40% of international travel, driven by a growing demand for authentic, immersive and experience-led journeys.

***In India, the sector has entered a high-growth phase:***

- Over 2.5 billion domestic tourist visits (2024 estimates)
- ~28-30% contribution to tourism revenue from heritage-linked travel
- 43 UNESCO World Heritage Sites, placing India among the top globally
- Rapid rise in experiential and heritage circuits

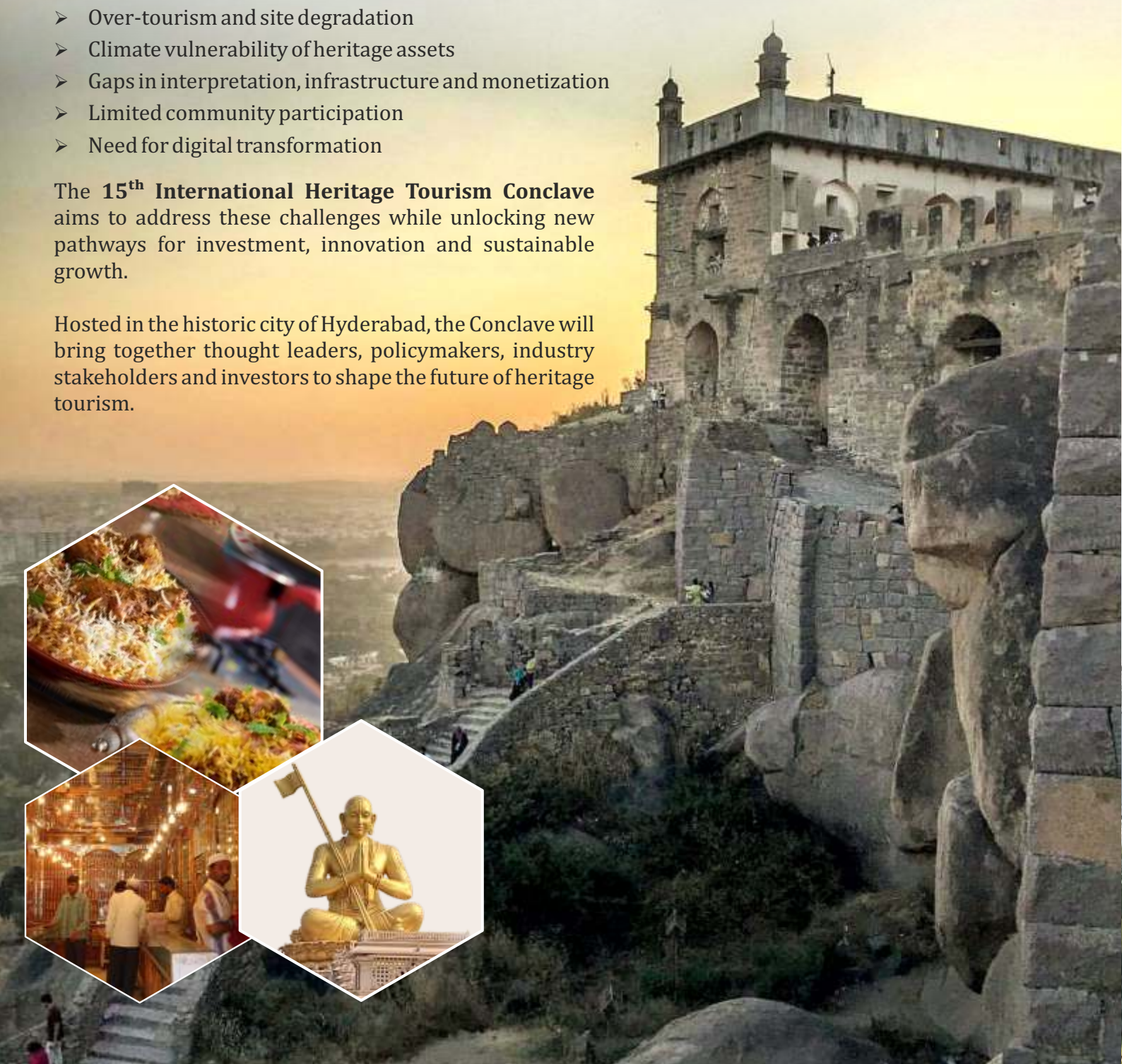
The new-age traveler especially millennials and Gen Z is shifting from sightseeing to story-living, seeking deeper cultural engagement, local narratives and meaningful experiences.

At the same time, the sector faces critical challenges:

- Over-tourism and site degradation
- Climate vulnerability of heritage assets
- Gaps in interpretation, infrastructure and monetization
- Limited community participation
- Need for digital transformation

The **15<sup>th</sup> International Heritage Tourism Conclave** aims to address these challenges while unlocking new pathways for investment, innovation and sustainable growth.

Hosted in the historic city of Hyderabad, the Conclave will bring together thought leaders, policymakers, industry stakeholders and investors to shape the future of heritage tourism.



## OBJECTIVES

- Foster policy dialogue and strategic collaboration between government and industry Showcase state-specific heritage opportunities, with special focus on Telangana
- Promote sustainable and responsible tourism aligned with SDGs
- Encourage investment and PPP models in heritage infrastructure
- Highlight innovations in adaptive reuse, conservation and storytelling
- Integrate technology (AI, AR/VR, immersive experiences) into heritage promotion
- Strengthen livelihood opportunities for local communities and artisans from cultural heritage.

## STAKEHOLDERS

- Ministry of Tourism and Culture
- State Tourism Boards & Departments
- UNESCO, ASI, ICCR, INTACH
- Hospitality & Aviation Industry
- Tour Operators & Travel Agencies
- Investors & PPP Stakeholders
- Indian Heritage Hotels Association
- Travel Start-Ups & Tech Innovators
- Academia, Researchers & Students
- Media & Digital Content Creators
- Local Community Leaders & Artisans

## KEY TAKEAWAYS

- ➔ Curated Heritage Walk through Golconda Fort
- ➔ Focused sessions by heritage tourism experts and policymakers
- ➔ Release of Report on emerging trends in Heritage Tourism
- ➔ Strategies to enhance visitor experience and destination branding
- ➔ B2B and networking opportunities with industry stakeholders
- ➔ Case studies on successful heritage conservation and adaptive reuse projects
- ➔ Opportunities for collaboration across government and private sector



# Glimpses of Previous Editions



## PARTNERSHIP OPTIONS AVAILABLE

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