

Organizers at National Level of India

- UNESCO New Delhi Office
- INTACH (Indian National Trust for Art and Cultural Heritage)
- IITTM (Indian Institute of Travel and Tourism Management)

Advisers

- Archaeological Survey of India
- Confederation of Indian Industries (CII), Tourism Committee
- Jawaharlal Nehru University (JNU), Delhi
- Indira Gandhi National Open University (IGNOU), Delhi
- Banaras Hindu University, Varanasi
- Central Institute of Higher Tibetan Studies
- Kannada University, Hampi
- Indian Archaeological Society
- Bharat Kala Bhawan Museum, Banaras
- Allahabad Museum, Allahabad

Original Programme for Asia-Pacific

Launched by:

- Asian Academy for Heritage Management
- ICCROM
- UNESCO Regional Office for Asia-Pacific (Bangkok)

With support from:

- Asian Development Bank (ADB)
- Pacific Asia Travel and Association (PATA)
- United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)

Original core curriculum developed by:

- Institute for Tourism Studies, Macao, SAR
- UNESCO Regional Office for Asia-Pacific (Bangkok)

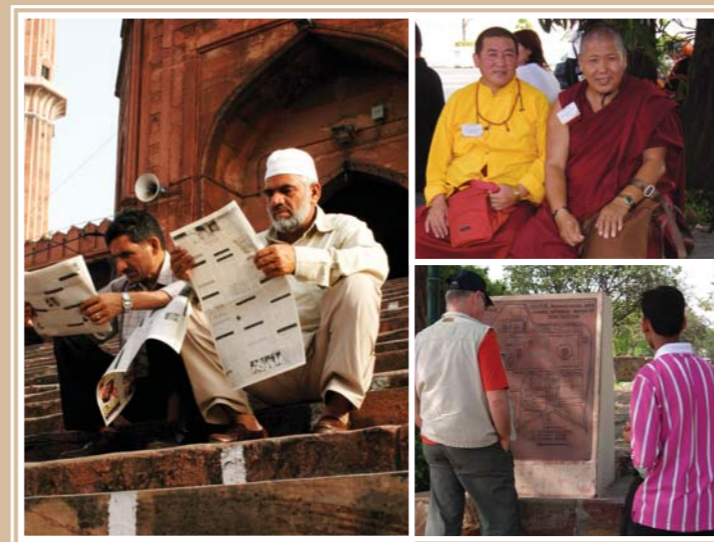
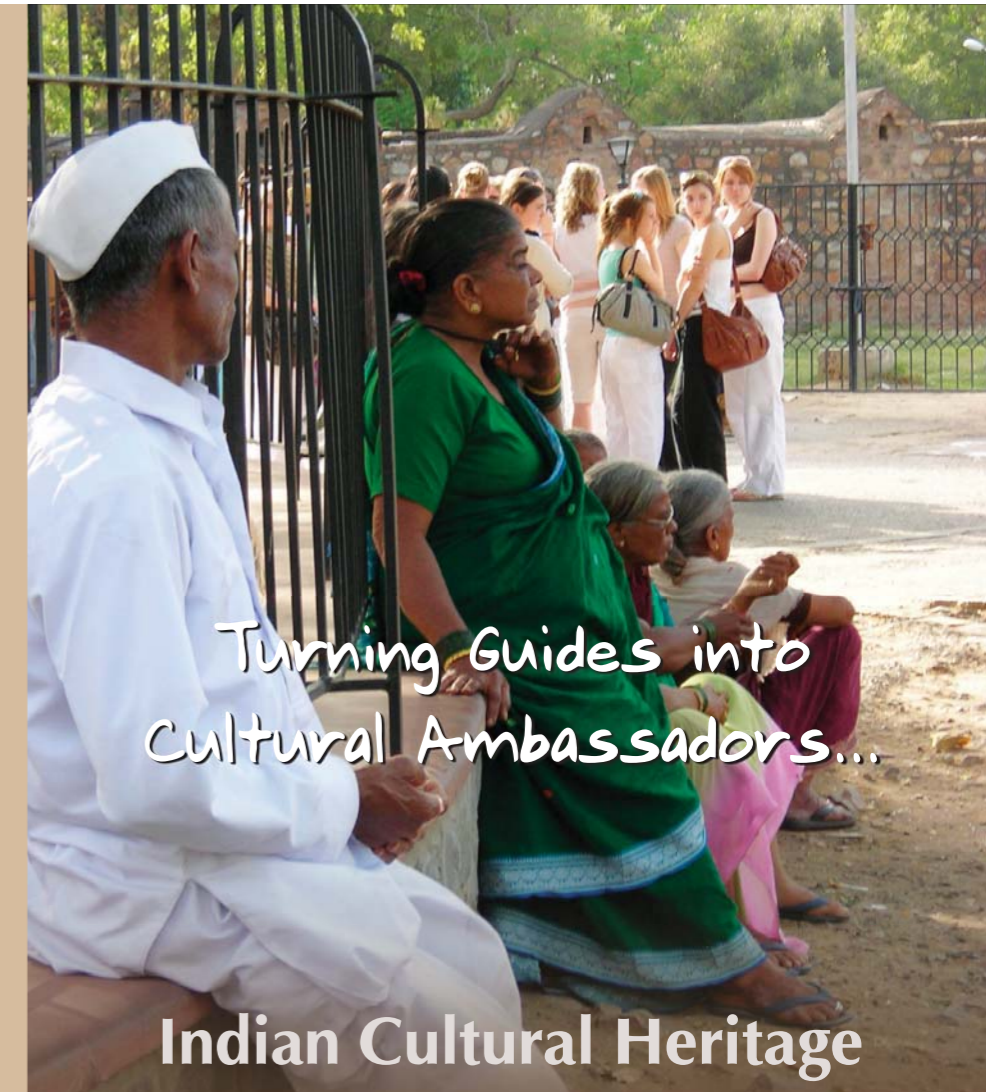


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Turning Guides into
Cultural Ambassadors...

Indian Cultural Heritage SPECIALIST GUIDE Programme

Further Information

Programme in India UNESCO

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Incredible India





Guides: At the Forefront of Heritage Protection and Promotion

Representing universal values, UNESCO World Heritage Sites have become the most prominent tourism destinations in the Asia-Pacific region, including India, which is endowed with 27 Cultural and Natural World Heritage Sites. The tourism boom at these sites has fostered international exchange, and tourism revenue promises to bring development to local communities. Yet pressure from increased numbers of tourists also threatens the long-term conditions of the sites.

Sustainable tourism calls for a new breed of responsible tourists, well informed about the values as well as the vulnerability of sites. At the same time, the rise in cultural tourism has also led to a demand by visitors for more meaningful interaction with both heritage and surrounding



communities. Heritage guides can play an important role in both these respects, educating tourists about the values of sites and responsible codes of conduct, and creating positive interaction between visitors and local communities. This in turn contributes to the well-being of the sites and local stakeholders, and minimizes negative impacts from tourism.

The Indian Cultural Heritage Specialist Guide Programme

To address the above issues, UNESCO Bangkok Regional Office, in association with ICCROM and the Asian Academy for Heritage Management, launched the Cultural Heritage Specialist Guide Programme in 2005 in order to raise professional capacity and set a new standard of quality for guides, particularly those who serve at World Heritage Sites.

The Programme was introduced to India in 2007 for implementation at the national level with the support of the Union Ministry of Tourism. The Programme aims to develop a curriculum and provide advanced hands-on training for guides on specific sites and topics of particular importance. The goal is not just to enhance the tourism industry, but equally importantly to educate visitors about India's rich history, traditions and natural environment.

Goals

- Complement existing national/regional/local certification courses
- Provide accredited guides with the opportunity to strengthen their skills in interpreting heritage sites and related cultures
- Enhance the educational experience of visitors, both national and international, leading to longer stays and repeat visits
- Contribute to the sustainable safeguarding of heritage sites by sensitizing visitors about conservation issues and advocating codes of responsible conduct
- Benefit local communities by promoting positive interaction with visitors
- Improve career prospects for accredited guides



Training Modules

Core Curriculum	India Specific Thematic Curriculum (planned)
Tourism at UNESCO World Heritage Sites	UNESCO World Heritage Sites in India
Unit I: The Cultural Heritage Specialist Guide	Buddhist Routes
Unit II: Understanding UNESCO World Heritage Sites	Forgotten monuments of Delhi
Unit III: Understanding and Protecting World Heritage Sites	Hindu cultural heritage and its influences
Unit IV : Guiding Visitors at Heritage Sites: Heritage Interpretation	Indo-Islamic legacy
Unit V : Guiding Visitors at Heritage Sites: Influencing Visitor Behaviour and Experience	Crafts of India
Unit VI: Sharing the Benefits: Museums of India	Museums of India

