

## Other Related Programmes of UNESCO New Delhi

Indian Heritage Passport Programme complements the following Programmes of the UNESCO New Delhi office:

- ◆ **Indian Heritage Cities Network:** A platform for cities to share knowledge and expertise on heritage conservation in the context of growing urbanization. Among its many activities, the Network provides technical assistance for each member city to create a heritage cell within the municipality, translate heritage definition and sensitivity into laws and urban planning systems, and develop a heritage walk itinerary within the city.
- ◆ **Indian Cultural Heritage Specialist Guide Programme:** Aims to improve the knowledge and skills of tour guides so as to enhance the pedagogical and cultural experience of travellers. The development of training manuals and the organization of workshops are being implemented in cooperation with the Ministry of Tourism, the Indian Institute of Travel and Management (IITM) and INTACH.
- ◆ **Cultural Atlas of India:** A partnership with the Union Ministry of Culture and the National Informatics Centre (NIC) to develop formats and software for each State/district to inventory, update and store consistent data on historic places, intangible heritage and museums.
- ◆ **Power of Creativity – Designer Meets Artisans:** Creates links between designers and communities of artisans to enhance the marketing capacity of traditional crafts.



## UNESCO's Mandate

As the sole UN agency with a cultural mandate, UNESCO (United Nations Educational, Scientific and Cultural Organization) advocates the protection and promotion of cultural and natural heritage, movable cultural properties, intangible heritage and contemporary creativity as the basis of local sustainable development. The Organization provides legal standards for the protection and promotion of diverse forms of cultures through various International Conventions, in particular: the Convention concerning the Protection of the World Cultural and Natural Heritage (1972); the Convention for the Safeguarding of Intangible Cultural Heritage (2003); and the Convention for the Protection and Promotion of the Diversity of Cultural Expressions (2005).



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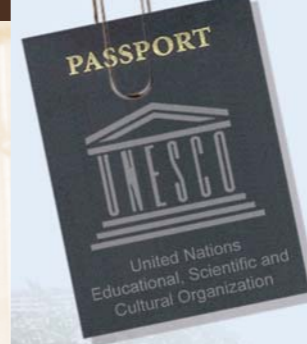
For further information on UNESCO's activities in the area of culture, please consult:

[www.unesco.org/culture](http://www.unesco.org/culture)

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Incredible India

## INDIAN HERITAGE PASSPORT PROGRAMME

Travelling with UNESCO

Because India's history and cultures are so much more than monuments...

Because Tourism can be an ally for heritage conservation...

Because Tourism can enhance intercultural dialogue among peoples...

Because Tourism should enhance people's lives....



## Tourism: Friend or foe of heritage and local well-being?

At its best, tourism fosters mutual understanding between nations and cultures and promotes cultural pluralism. India is renowned for the diversity and richness of its cultural heritage, but tourism in this country faces special challenges. Most itineraries focus on a limited number of destinations, especially the emblematic UNESCO World Heritage sites. High numbers of tourists can threaten the ongoing conservation of these sites, and the quality of the visitors' experience is further undermined by poor infrastructure and a lack of well-trained guides. From an economic perspective, airlines and big hotel chains benefit from tourism, but there is limited local gain.

Alongside the need to enhance tourism management at World Heritage sites, there is an equally pressing one to develop other destinations. Many places in India that are currently lesser known are no less majestic than their famous counterparts, and represent other aspects of India's wonderfully varied heritage. Their inclusion in carefully designed itineraries will not only enhance tourists' experience, but can be a catalyst for growth, contributing to local development and empowerment.

## The Indian Heritage Passport Programme: A quality label for heritage tourism

In support of the Indian Government's efforts to link tourism with local empowerment, UNESCO (the United Nations Educational, Scientific and Cultural Organization) launched the concept of the Indian Heritage Passport Programme in September 2006, with the endorsement of the Union Ministry of Tourism and Culture.

The Heritage Passport Programme is a means to market quality tourism destinations, facilities and initiatives which encourage the holistic protection and promotion of local cultural and natural heritage, the education of



travelers, and concern for the local environment and local employment generation. Only those tourism destinations and facilities complying with several of the above criteria will be promoted under the Heritage Passport label.

### Goals:

- ◆ Foster the conservation and management of India's cultural heritage for the benefit of all
- ◆ Expand sustainable development through tourism to many more regions of the country
- ◆ Offer knowledge-based, experiential itineraries to give visitors a high-quality travel experience that will increase their understanding of India's cultural heritage
- ◆ Extend revenue streams down to the local level, providing a much needed developmental impetus
- ◆ Create a dynamic that leads to the investment of increased tourism revenues in heritage conservation
- ◆ Involve local craftspeople and service providers in economic empowerment through increased revenue and employment generation
- ◆ Improve tourism services through training, education and life skills development for local people
- ◆ Offer capacity building for local governments to manage the sustainable development of their cultural resources

### Activities:

To become a part of Indian Heritage Passport Programme, State Governments are encouraged to develop and implement the following action plan, for which technical advice is provided by UNESCO:

- ◆ Mapping of local cultural resources and tourism facilities at State level
- ◆ Creation of thematic heritage itineraries that narrate the history of India and enhance the pedagogical experience of travellers

- ◆ Integrated Regional Tourism Management Plan, linking major sites to lesser known places and promoting the local cultural landscape
- ◆ Adaptive re-use of historic houses;
- ◆ Eco-friendly practices, such as rainwater harvesting, in the hotels and guest houses;
- ◆ Use of local craftsmanship for decoration of hotels, guest houses and home-stay residences
- ◆ Development of souvenirs using local craftsmanship
- ◆ Training of tourism sector personnel, in particular literacy and life-skills training for service employees
- ◆ Upgrading of the skills of heritage guides

### Pilot States and itineraries under development

- ◆ Madhya Pradesh: Maheshwari
- ◆ Karnataka: Routes of Hoysala Kings, Hassan districts
- ◆ Rajasthan: Shekawati, in the footsteps of the caravans
- ◆ Tamil Nadu: Heritage of Chettinad
- ◆ West Bengal

### Other planned activities:

- ◆ Development of a Charter for Local Development through Heritage Tourism, to be adopted by the tourism sector
- ◆ Networking of hotels and guest houses committed to adaptive re-use of historic buildings, use of local craft, literacy and other on-the-job training of employees, proper wastewater treatment, etc., to be defined in the Charter for Local Development
- ◆ Promotion of rail-based tourism as a commitment to environmentally-conscious mass public transport systems

