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The Intangible cultural heritage of humanity tag of UNESCO can be used to drive international and domestic tourism in the country. Explain

The UNESCO has awarded the Intangible cultural heritage tag (ICH) to Durga Puja of West Bengal which is 14th in the list. The tag tags host of tourism potential.

ICH tag and tourism

The international recognition can leverage the local artisans, musicians and folklore to the global arena. It can promote cultural tourism in the country.

① Linking ICH sites with PRASAD scheme for integrated development of destinations. It can attract tourist and develop infrastructure

② The UDAN scheme must be dovetailed with ICH sites or nearby areas to attract tourist from domestic and abroad.

③ The Swadesh Dharshan scheme can connect the UNESCO sites for a theme based tour

The scheme connects Buddhist sites as traditional Buddhist chanting is an intangible culture.

④ The National mission on culture mapping roadmap to connect all artisans of the country. The traditional beaus craft of Punjabi, Chau mask, etc artisans can boost tourism in these areas

⑤ Interpretation of information regarding the sites can be done under the Adarsh Smart scheme to remove the cultural barriers of the tourists.

India has intangible cultural sites across the length and breadth of the country. Tourism contributes 6-8% of GDP to the country. With joint co-operation between centre states and local bodies can improve the tourist footfall in the UNESCO designated regions