

इस हाशिए में केवल प्रश्न संख्या लिखें।
Only write question number in this margin

UPSC

उम्मीदवारों को इस हाशिए में नहीं लिखना चाहिए।
Candidates must not write on this margin.

Candidate must adhere to the word limit specified in the question.
Any page or portion of the page left blank must be clearly struck off.

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

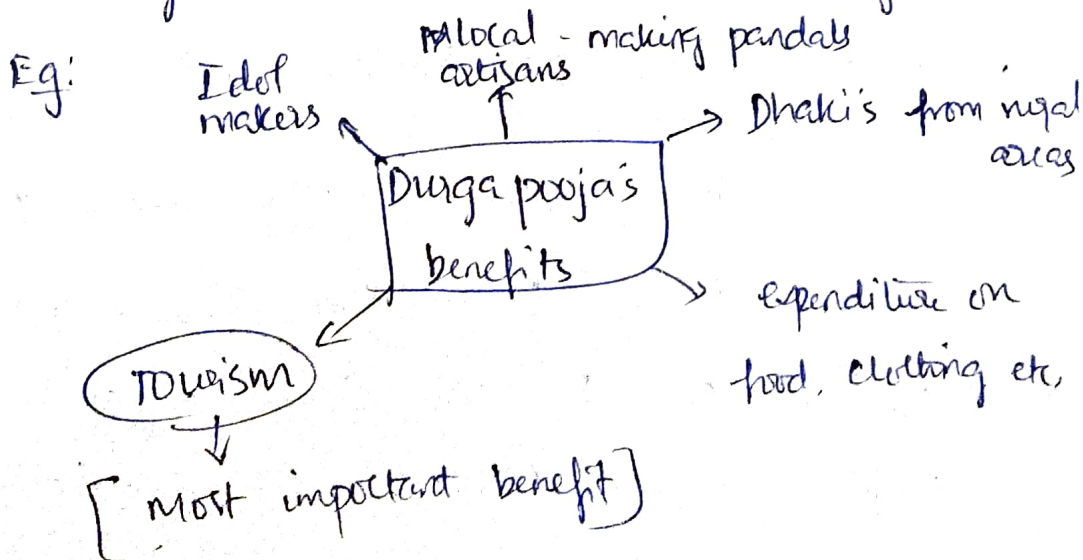
Durga puja of Kolkata was recently included as 14th Intangible Cultural heritage in India's list.

Intangible cultural heritage tag - mean?

The tag → Economical benefit is at the core. It must be enhanced to reap the benefits.

2016- Research paper - "Safety of Intangible

heritage is the source of the ecosystem"



UPSC

Candidate must adhere to the word limit specified in the question.
Any page or portion of the page left blank must be clearly struck off.

Only write
question
number in
this margin

उम्मीदवारों
इस हाशिए
में केवल
प्रश्न संख्या
लिखें।
Candida
must not
write on
this mar

Leander pates - tennis player - had said need to market
Durga puja festival at Global level, similar to Rio
grande festival.

Need

1. Market the world's biggest festival at global level
2. ICH tag acts as a tool for easy reference point.
3. Strategic tourism by developing Heritage resources
↓
It acts as driving principle for tourist to visit.
explore new cultures.

2019 study → Relation between ICH and
tourists
ICH and 'chhau dance' of west bengal

Outcome: Established relation between local
artist and tourist and resulted in economic exchange

Thus the ICH tag alone is not
enough. Efforts to be taken to market the
culture eg: 'Incredible India' app to
create awareness & promote economic tourism