

Q. The Intangible cultural heritage of humanity tag of UNESCO can be used to drive international and domestic tourism in the country. Explain. (200 words.)

← Intangible cultural Heritage

AN ICH is a practice, representation, expression, knowledge or skill considered by UNESCO to be part of a place's cultural heritage.

It was adopted by UNESCO in 2003 & entered into force 2006.

24 members & is elected in the General Assembly of the Convention.

14 - ICH in India.

eg. Yoga, Kumbh Mela, Chhau Dance, Kodiyattam etc.

Durga Puja.

Tourism in India.

India attracted to lot of travellers in the past due to its fabled wealth.

India ranked at 10th position in terms of its contribution to world GDP in the world Travel and tourism councils report in 2019.

India as of now in 2021 has 40 sites listed

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Answer Questions in NOT MORE THAN the Word Limit specified for each in the Parenthesis.
Content of the Question is more important than length.
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under 'world Heritage list' 6th most highest (32 cultural, 7 natural & 1 mixed site) in the world.

Heritage Tourism.

By promoting heritage tourism, India can successfully preserve cultural and historic resources while boosting local economies by generating jobs, new businesses and generating revenue to the government.

India has been elected as a member of the Intergovernmental Committee of UNESCO's 2003 convention for the Safeguarding of the ICH for 2022-2026 cycle.

A well-established Geotourism combined with ICHT may further boost up not only the conservation of geoheritage legacy but also complement each other and may also reopen an afresh avenue of tourism-economy

Strategy for Development of ICHT

↳ Creating Cultural Spaces / Purpose-built facilities.

↳ Combining or ^{ing} building attractions to create a themed set for stronger market appeal

↳ Develop new tour routes or Heritage Networks

↳ Reviving Festivals and Events

↳ Using existing circuits or reviving Networks, such as Pilgrimage routes

* Identifying stakeholders and establishing participation mechanism.

* Maintaining authenticity

* Creating Partnership.

* Setting limits of acceptable change (LAC) - to mitigate the tension between tourism development and control over cultural identity.

* Balancing Education and Entertainment.

* Ensuring cultural dynamism → culture remain dynamic and entertained with

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Knowledge.

* Need for research and monitoring system

* Supply & support the sale of ICH-related goods through official outlets and licensed retailers, such as museum, airports and hotel shops.

Conclusion

Tourism has had a positive impact through IC exchange, thus improving the understanding and direct participation of local residents in the presentation of their traditional values.

↳ Community Participation.

↳ Strengthening International Cooperation

through Intangible cultural Heritage
improve the tourism in India