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Analysis of Heritage Management in India
and its Impact on Stakeholders

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Abstract

The heart of a nation is its culture and heritage. The magnificence of India's rich heritage and culture brings a mammoth responsibility to preserve and protect it for posterity. The ratification of the Hague Convention of 1954 was the first step taken by India, an oath to protect India's heritage which also stands as a part of the 'World Heritage'. With the formation of the Archeological Survey of India (ASI) in 1861 and the role played by it since then, their key responsibilities are maintaining the heritage sites of India. But the challenges remain for the stakeholders (Government, NGOs, businesses, and citizens) to capitalize on the potential of heritage in terms of tourism promotion, employment generation, lack of synergy in the operational phase, lack of sufficient funds, defacement, and damages, improper waste management, lack of sanitation facilities, exploitation of tourists and harassment. The heritage is a mirror of National identity which is not taken care of properly due to political conflicts and unreciprocated decision-making on the part of local, state, and national governments. Such a political scenario dampens the economic growth prospects of the region, which results in people losing upon economic development, corporations on their profits, and governments upon their addition to the state treasuries. The governments, corporates should focus on building and working in collaborations with the local people, along with the NGOs working as the awareness spreader and channel for communication and redressal of complaints of the common people.

Keywords: Heritage Management, Sustainable Tourism, Stakeholders, Socio-Economic Growth

1.0 Introduction

Cultural Heritage, in its broadest sense, is both a product and a process, which provides societies with a wealth of resources that are inherited from the past, created in the present, and bestowed for the benefit of future generations. More importantly, it includes tangible and natural, intangible heritage (UNESCO, 2014). The heritage of a country provides opportunities for tapping the potential of the tourism sector with the due involvement of the local people. Recognizing the degree of dependence and faith in heritage, heritage management continues to be an important facet of the tourism-based service sector.

With the advent of globalization across the nations, the shades of diverse cultures have gained acceptance among the citizens. To preserve their own cultures, citizens look forward to the prospect of conserving their heritage and work readily in the contemporary world. Heritage

management, thus, calls for managing heritage in a sustainable manner through which the conflicts between social faith and economic dependence could result in a common agreement. The expansion of heritage properties has dramatically increased the number of sites and landscapes that require preservation, stewardship, and promotion (Richards, 2018).

The objectives of heritage management would be best achieved when the roles of stakeholders are properly recognized and carried out. The government being the first stakeholder, has to play a role that facilitates economic empowerment and legal protection for the communities with social attachment to a heritage, whether tangible, intangible, or natural. The government plays a key role in ensuring adequate funding and staffing for management, as well as timely monitoring of its condition and police protection. Then comes the common people, who are, not only the natives of a place and the most important stakeholder but in reality, are subjected to the policies and actions of other stakeholders which are mostly improper and unsustainable practices. Businesses and corporates, who with their commitments to ethical practices and amount of capital help locals to better accept the mainstream tourists, whether domestic or foreign. The civil society of India being the last stakeholder has made a major impact by throwing light upon the dilapidated conditions of the heritage sites as well as the exploitation of people associated with them.

Going by the above definition, India's Gir National Park is a success story of Natural Heritage Management. Conservationists around the world would do well to take a leaf out of the book on the conservation of Asiatic lions in Gujarat (Gadhvi, 2016). India is ranked 34th on the 2019 Travel & Tourism Index, which rose seven spots from the 40th rank in 2017 (World Economic Forum, 2019). The above changes in rankings suggest that India, given its rich and diverse heritage and culture has been continuously working on its management. Though there is a lot more to do, especially in terms of safety, security, and environmental sustainability.

Sustainable Development Goal 11.4 is a path breaker long-term objective that helps to strengthen efforts to protect and safeguard heritage (UNESCO, 2020) and aligns with India's untapped potential in the travel and tourism industry with regards to preserving its national identity.

The SDG 11.4 recognizes that through the symbiotic relationships among all key stakeholders, heritage management will be a feasible task. Cooperative and democratic federalism enabling smooth flow of information, economic benefits and costs, and decision-making, are necessary. It is the responsibility of the corporations and the government (at all levels) to ensure they are implemented - through strengthening legal mechanisms, environmental reforms, creation of business, and employment. The corporations should come forward for people living in the vicinity by the viable usage of technology for security, removing language constraints, ensuring ethical work opportunities, and infrastructure development.

India is experiencing a sectoral shift in its economic demography with varying migration patterns suggesting that with rising urbanization, the pressures on urban resources might land up at an immeasurable level. Heritage management provides impetus to rural India's aspirations for a bright future, provided that all the stakeholders structure their decisions in a way that achieves a win-win solution. The primary objective of this research paper is to analyze the obstacles and challenges in the way of proper heritage management in India. It seeks to understand the problem of poor management and exploitation of heritage sites across the country. After diving deep into the analysis of the heritage management playground of the country, the paper suggests effective measures to tackle the situation in a sustainable manner which will lead to the long-term economic development of the local community along with the expansion of tourism in India. This research was carried out by studying various case studies and second-hand data from a variety of sources.

2.0 PESTELE Analysis

2.1 Social Analysis of Heritage Management

India has the sixth-largest number of heritage sites in the world, making tourism to be the second largest industry in the country. The local population living near a heritage site is often reliant on it for not only economic but also social growth. As tourism to a specific destination increases, it serves as a catalyst for infrastructural development such as the construction of airports, highways, schools, hospitals, and retail areas, all of which benefit the local population and grants them a better lifestyle. It also helps to improve trade by facilitating the exchange of goods and services. Tourism can give communities a sense of pride and belong by exhibiting distinct characteristics of their way of life, history, and community (UNESCO, n.d.).

Tourism brings with it a demand for resorts and hotels, which provide direct employment in the hospitality sector as well as opportunities to work as tourist guides and creative performers. It also induces indirect employment in various industries such as agriculture, food production, and retail. Tourism may also contribute financially to the preservation of heritage sites (UNESCO, n.d.). Since the local population benefits from consistent income and cross-cultural awareness, the country enjoys greater peace and prosperity, as well as lower crime and corruption rates (Jaswal, 2014). Economic prosperity perhaps reduces the probability of people indulging in unwanted activities by ensuring a stable income stream for them. We can thus say, the development or degradation of a heritage site has a significant effect on the local community.

The state of Tamil Nadu in India currently has more than 10,000 hotels, resorts, and houses offering bed and breakfast services as it receives the highest number of domestic and foreign tourists in the country since 2014. Tamil Nadu also accounts for about Rs 1 lakh crore out of the total Rs 5 lakh crore which India receives from business activities associated with the hospitality and tourism sector (hotels, transportation, tour guides, and retail outlets). The government of Tamil Nadu has worked smartly to preserve the state's historic temples as a heritage and promoted them to become a year-round tourist destination. In Tamil Nadu, about 35 lakh people are benefitting from the tourism industry, making it one of the most successful examples in the country in terms of effective tourism development (Kabirdoss & Ayyappan, 2020).

It is critical to be able to identify a way forward that combines the interests and ideals of both ordinary people and the government. By creating a system that benefits all, long-term harmony in society can be achieved, as well as greater local acceptance of tourism, which will aid in the smooth operation of all the different components involved in the tourism machinery. To meet this goal while also ensuring the long-term viability of the projects, all levels of the central and state governments, as well as non-profit organizations and the general public, must collaborate actively for India to become a tourism hotspot in the coming years.

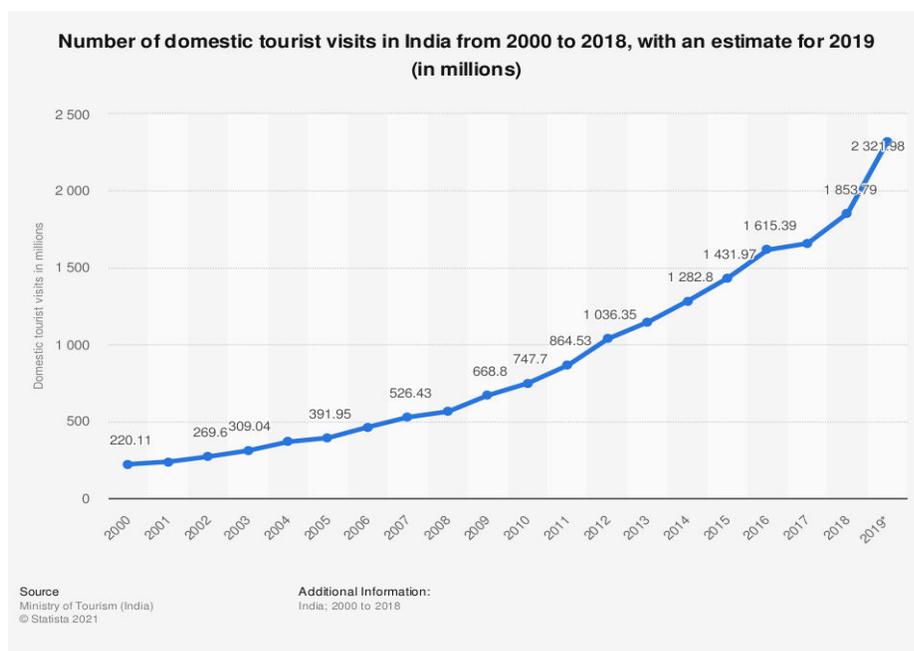
2.2 Economic Analysis of Heritage Management

In the present day, India has 38 UNESCO World Heritage Sites (PIB Delhi, 2020), making the country a storehouse of opportunities in the travel and tourism sector. India is the 8th largest

country in terms of travel and tourism GDP (Strategic Government Advisory (SGA), YES BANK, 2019). The Travel and Tourism GDP growth rate was estimated to be 3.5%, which surpassed the overall economic growth at 2.5% in 2019. The travel and tourism sector has made an estimated contribution of 10.3% in the global economy, with \$8.9 trillion in numeric terms in 2019. In terms of employment generation, one out of ten jobs was supported by travel and tourism worldwide with an estimated number of total jobs being 330 million in 2019 (WTTC, 2020). International tourist arrivals (overnight visitors) worldwide grew 4% in 2019 to reach 1.5 billion (UNWTO, 2020). With India being one of the largest tourist hotspots of the world, it experienced 4.9% Travel and tourism (T&T) GDP growth in 2019 with the total T&T GDP accounting for 6.8% of the total economy of India, at US\$194.3 Billion (WTTC, 2020). Such a transformation in India's travel and tourism industry has opened up several opportunities for the economic empowerment of regions of India, which are still struggling to get on the path of development and prosperity.

Impact on Domestic Tourism:

In 2019, over 2.3 billion domestic tourist visits were made across India, an increase from 2018. Furthermore, an exponential rise in the local tourists' visits was seen from the year 2000 to the present across the country (Statista, 2021).



(Source: Statista. Apr 19, 2021)

The trends in domestic tourism suggest that growth in income levels, infrastructure development, and expansion of new avenues of travel has made domestic tourism in India an accessible and affordable option for the urbanized and newly urbanized. With the exploration of thematic tourism, with heritage and medical being the most lucrative ones, India is bound to experience a boom in the domestic travel industry. Schemes such as UDAN and heritage redevelopment and promotion by the collaboration of various ministries are reflected in trends of domestic tourism (The Samaja & FICCI, 2019).

Impact on Foreign Tourism:

The foreign tourist arrivals in India were 7,71,353 in April 2019 as compared to 7,45,051 in April 2018, registering a growth of 3.5% (Invest India, n.d.). The increase in foreign tourists' arrivals in India has occurred due to a psychological flow of diversity of India for foreign tourists, development of airports, railways, and communication channels, and various promotional initiatives such as Athithi Devo Bhava, a successful campaign of a stakeholder dialogue of government with local guides to curb the exploitation of foreign tourists. The states have also undertaken several initiatives, but the output is limited to some particular areas of the state. Digital transformation and issuance of e-visas have facilitated the increase in the number of arrivals. The creation of Special Tourism Zones and coastal tourism have been the main drivers of growth in India. Theme parks, resorts, and hotels have been able to come up and meet the demand of foreign tourist arrivals in India (Invest India, n.d.).

Impact on Foreign Exchange and Employment Generation:

Economic empowerment occurs because of a multiplier effect of interlinked employment opportunities. In FY20, 39 million jobs were created in the tourism industry, which accounted for 8% of the total employment created (IBEF, 2021). Correspondingly, growth in foreign exchange earnings from the tourism sector has slowed in 2018 and 2019 after registering strong growth in 2017. Foreign exchange earnings totalled US\$ 24 billion in January-October 2019, with a growth (YOY) of 2% (Department of Economic Affairs, Ministry of Finance, India, 2020).

Figure 3(a): Growth (YoY) in Foreign Tourist Arrivals to India

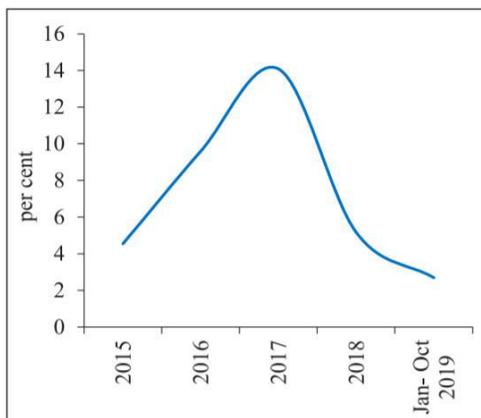
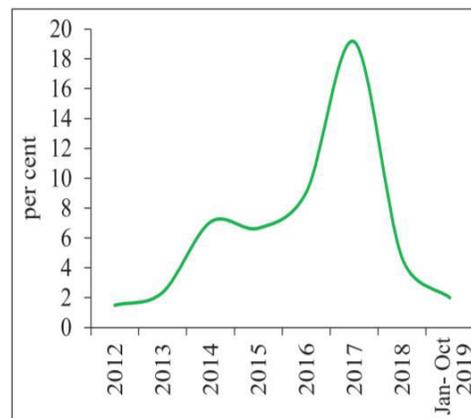


Figure 3(b): Growth (YoY) in Tourism Foreign Exchange Earnings



(Source: Economic Survey of India, Volume 2, Chapter-9, 2019-2020)

1. Case Study: Rann Of Kutch

Tourism in Gujarat has contributed 2-3 per cent of GDP, accounting for INR 3000 million to the state exchequer (Gujarat Social Infrastructure Development Society (GSIDS), UNDP, 2016). The number of tourists has seen an exponential rise to 14.80 lakh till 2018-2019 from 2.85 lakh gatherings recorded in the year 2005. The Rann of Kutch festival has filled the state government’s treasury with INR 81.15 crore as well as the event has provided a platform for the local arts and craft vendors to sell their products. The literacy rate has increased to 90 per cent with the coming up of banking systems and the creation of 2.46 lakh work in the 2016-17 edition (Kumar, 2020). The government engaged in the Public-Private Partnership (PPP) model which has led to an unprecedented rise in wages from INR 50 per day to Rs 800 per day since 2013. With this 24X7 water and electricity supply has been maintained with ATMs and educational institutions (LJS, n.d.). The steady rise in foreign tourists reflects an increase in the economic prosperity of the region, having an 11% jump from arrivals from 2016 to 2017 (Correspondent, 2018).

Table 6.4: Tourist Purpose in Kachchh District (2013-14)

Sr	Purpose	Bhuj	Gandhidham	Mundra	Mandvi	Total
1	Business	25915	71785	8726	7286	113712
2	Leisure	31965	63638	9877	15369	120849
3	Spiritual	107773	72364	16052	31841	228030
4	Other	191821	79779	11886	68924	352410
	Total	357474	287566	46541	123420	815001

(Source: Gujarat Social Infrastructure Development Society (GSIDS), UNDP, 2016)

2. Case Study: Rajasthan and Tourism

Rajasthan, the largest state in India has ranked fifth in terms of Foreign Tourist Arrivals (FTAs) in 2017, accounting for nearly 6% of total FTAs in India, with a CAGR of 3.34% during 2010-17. In terms of Domestic Tourists arrivals, it ranked 10th with a CAGR of 8.74% (Yes Bank - FICCI, 2019).



(Source: Yes Bank - FICCI report, 2019)

Rajasthan is a very exemplary state in terms of conversion of the potential of tourism into returns, in terms of revenue and employment generation. The infrastructure development which includes hotels, resorts, and roads have played a key role in the robust growth of FTAs, the state has been campaigning vigorously, showcasing its ‘USP’ - the heritage of the Rajputana. The management of forts, lakes, deserts, and other archaeological heritage is the driving factor for people from abroad, visiting Rajasthan for capturing a glimpse of the Indian colourful culture. There are many such examples around the world wherein the government has been able to unleash a region’s capability to deliver its optimum. Inclusion of the local people stands the main objective because the government can get rid of the asymmetric information caused by the lack of dialogue. The local people seem in a better position to understand the needs, ways to fulfil them, and management. Both the above cases contemplate that with a people-centric policy-making, more opportunities spurt up for other stakeholders such as corporates and businesses to act as the main linkage in the development of a region. Hotels, resorts, and restaurants channelize the heritage of a region in its fashion of provision of services to the tourists.

The government must work to find sustainable solutions in light of the increasing number of tourists in India. The demand for clean water, sanitation facilities, and exotic food are expected to rise, thus they require workable solutions of proper storage of rainwater, drainage systems, solar plants for electricity provision for hotels and resorts.

Hotel Energy Solutions (HES) is a project initiated by the United Nations World Tourism Organization (UNWTO) in collaboration with a team of United Nations and European Union (EU) leading agencies in Tourism and Energy. The project delivers the information, technical support, and training to help Small and Medium Enterprises (SMEs) in the tourism and accommodation sector across the EU 27 to increase their energy efficiency and renewable energy usage (UNWTO, n.d.). UNWTO has charted out a roadmap for nations for sustainable tourism development like the Hotel Energy Solutions project, which aims to make hotels environment-friendly as they account for 2% of 5% of global carbon dioxide emissions. Such initiatives must be a part of India's sustainable tourism planning and policy implementation to ensure a long-term return for its most futuristic service sector.

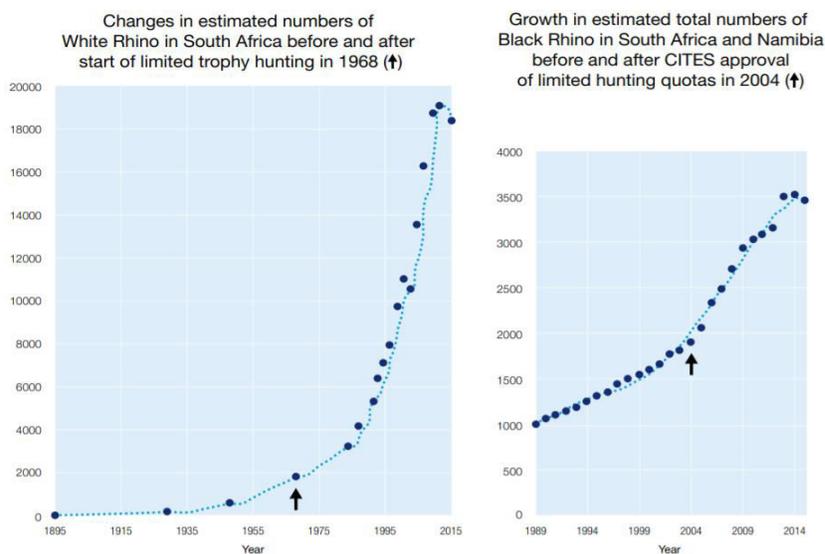
2.3 Political Analysis of Heritage Management

Heritage acts as an insignia of national identity. People have an invisible connection to the heritage of their region or nation, stitched in the social fabric of the place. Heritage signifies a social and individual identity of a community, which may sometimes lead to a conflict with other people who are not its disciples. This conflict may be exploited by the political parties.

An example in support of the argument can be seen in the jungles of Assam, one of India's natural heritage jewels. The forests of Kaziranga are home to the endangered species of one-horned rhinoceros. The government in Assam has promised to free the forests from encroachers, with the Guwahati High Court backing the decision with an order on October 9, 2015. The rhino habitat over the years has become a symbol of aggression of infiltrators from Bangladesh. With bulldozers and elephants, the houses of infiltrators were vandalized, following a resistance with police using force, leading to the death of two people. This brought the government under attack from opposition parties and groups of intellectuals and also served notices from the National and State Human Rights Commission (Kashyap, 2016). Such conflicts arise between political players and common people when every political party tries to align itself to a heritage-based agenda.

The limited trophy hunting in South Africa of white rhinos is an interesting case study of mutual benefits, not only on part of the government but also for commoners with an agenda of natural heritage preservation. It is hunting by paying a fee for permission to hunt an endangered

species, like rhinos in South Africa. With effective mechanisms, the locals are involved in the management of not only forests but also generate revenue through the domino effect of the creation of a complete tourism sector with hotels, resorts, savannahs, and transport facilities (WWF, 2016). Therefore, the significance of political participation is a necessary condition to deliver the wholesome benefits of economic empowerment with a reduction in the probability of an outrage, caused perhaps by the cataclysm of poor management of heritage along with lack of funding, support, and legal protection. Tourism policies should be conducted with respect for the artistic, archaeological, and cultural heritage which they should protect and pass on to the future generations; particular care should be devoted to preserving monuments, worship sites, archaeological and historic sites as well as upgrading museums which must be wide open and accessible to tourism visits (UNWTO, 2020). The government's actions should be directed in a way that uplifts the people with faith in the heritage sites. Such a solution could be implemented with accommodative decision making, proper redressal, and heritage-centric policymaking. The marginalization of the locals from the ownership of resources, including all types of heritage, might lead to a never-ending dispute and take forms of militancy and forced occupancy. The governments and the corporates must collaborate with the civil societies to penetrate deeper into commoners' interests and needs, ensuring proper legal and ethical dialogue and actions.



(Source: *Informing Decisions on Trophy Hunting*, WWF, April 2016)

2.4 Legal Analysis of Heritage Management

Being home to 38 World Heritage Sites (PIB Delhi, 2020), the responsibility lies on India to protect and preserve its heritage. India, per its commitments, has been an active member of UNESCO and follows several International Laws to protect the 'World Heritage'.

International Legislations:

India has ratified The Hague Convention 1954, which calls for the protection of movable and immovable cultural heritage in wake of an armed conflict. The state must ensure the designation of competent authorities responsible for safeguarding cultural property (UNESCO, n.d.). Convention for Safeguarding of the Intangible Cultural Heritage (2003) states the purpose is to safeguard intangible cultural heritage, ensure respect for such heritage of communities, groups, etc., to raise awareness and provide international cooperation and assistance (Jayakumar, 2010).

The UNESCO Declaration concerning the International Destruction of Cultural Heritage (2003) has been adopted. The declaration recognizes the importance of the protection of cultural heritage against intentional destruction and requires the states to take all appropriate legislative, administrative, and other measures in this respect. States are required to ensure respect for cultural heritage in society particularly through educational, awareness-raising, and informational programmes:

- Principle VI states that A state that intentionally destroys or intentionally fails to take appropriate measures to prohibit, prevent, stop and punish any intentional destruction of the cultural heritage of great importance for humanity, whether or not it is inscribed on a list maintained by UNESCO or another international organization, bears the responsibility for such destruction, to the extent provided for by the international law;
- Principle VII states that the States should take all appropriate measures as per the international law, to establish jurisdiction over, and provide effective criminal sanctions against, those persons who commit, or order to be committed, acts of intentional destruction of the cultural heritage of great importance for humanity, whether or not it is inscribed on a list maintained by UNESCO or another international organization (Jayakumar, 2010).

Ratification by India	UNESCO Culture Conventions
15 December 2006	Convention on the Protection and Promotion of the Diversity of Cultural Expressions. Paris, 20 October 2005
09 September 2005	Convention for the Safeguarding of the Intangible Cultural Heritage. Paris, 17 October 2003.
14 November 1977	Convention concerning the Protection of the World Cultural and Natural Heritage. Paris, 16 November 1972.
24 January 1977	Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property. Paris, 14 November 1970.
16 June 1958	Protocol to the Convention for the Protection of Cultural Property in the Event of Armed Conflict. The Hague, 14 May 1954.
16 June 1958	Convention for the Protection of Cultural Property in the Event of Armed Conflict with Regulations for the Execution of the Convention. The Hague, 14 May 1954.

(Source: NITI AAYOG, 2020)

National Legislations:

Talking in the Indian context, Article 29 of the Indian Constitution states that “Any section of the citizens residing in the territory of India or any other part thereof having a distinct language, script or culture of its own shall have the right to conserve the same” and Article 51 A(F) charts out that “It shall be the duty of every citizen of India to value and preserve the rich heritage of our composite culture” (Ministry of Culture, Government of India, n.d.). The lower house of Parliament passed The Ancient Monuments and Archeological Sites and Remains (Amendment) Bill, 2017 to allow the government to take up infrastructure projects within prohibited areas around protected monuments, The Bill amends the AMASR Act of 1958. The original AMASR Act of 1958 was an act to protect monuments. An amendment proposal was introduced in 2010 to make construction in prohibited areas a punishable offence (Legislative Department, Ministry of Law and Justice, Government of India, n.d.). The amended bill seeks to permit the construction of public works in the prohibited areas. The amended bill empowers the central government to allow public works on the recommendations of the National Monuments Authority (NMA). NMA can also conduct an impact assessment on areas like archaeological impact, visual and heritage impact.

As per the Bill, the relevant central government department, that seeks to carry out construction for public purposes in a prohibited area, should make an application to the competent authority. If there is any question related to whether a construction project qualifies as public

works, it would be referred to NMA. The NMA will make recommendations in writing to the central government with the central government making the final call (The Ancient Monuments and Archaeological Sites and Remains (Amendment) Bill, 2017, n.d.).

It must be kept in mind that any construction, whether for a public project or private purpose, will pose risks to the monuments. Allowing an exception for public works will open Pandora's box and it will be all but impossible for the NMA or the Archeological Survey of India to ensure that such construction does not pose a threat to a monument. Public works are more often than not very infrastructure projects. Allowing these near the staff at heritage sites must be a protected monument will defeat the very purpose of the AMASR Act and will be a violation of Article 49 of the Constitution (Chavan, 2017).

Lack of a redressal system and proper impact analysis might cause unexpected harm to the heritage sites. The feedback mechanism empowers the citizens to make the government accountable for the costs and benefits of taking up any new infrastructure development in the surrounding areas. Lack of funds and staff aggravates the problem of proper checks for protection. The government and corporations will have to make bureaucrats more accountable and companies should be incentivized to take heritage management as a Corporate Social Responsibility task. The time calls for a formation of National Culture and Heritage Management Policy to be incorporated in the political agenda, strengthening of EIA laws, reduction of red-tapism and corruption to curbing construction of hazardous structures, training of the citizens monthly for making them capable of basic self-protection along with regional administrative cooperation.

2.5 Technological Analysis of Heritage Management

India has a vast number of heritage sites scattered throughout the country, but these cultural landmarks suffer due to mismanagement of funds when it comes to restoration practices. In a world where technology is gaining ground in every sphere of life, it's time for India to step up and embrace modern technology such as Photogrammetry and 3D Laser scanning for surveys and conservation projects (NITI Aayog, 2020).

Even though India is a storehouse of heritage sites and cultural diversity, it severely lacks in the technological sector. Investing in digital marketing and promotions could go a long way by attracting tourists from all over the world.

When we talk of accessibility, we must remember the differently-abled visitors touring the heritage sites. Options for hearing information about the site via a scannable code, as well as the ability to switch between languages, should be made available. For visually impaired travellers, ASI information boards could be made more accessible by incorporating well-highlighted braille. Furthermore, to make the process of information dissemination more enjoyable, various recreational techniques, such as light and sound displays, and short films, should be used wherever possible.

When it comes to rural areas, having good connectivity and internet services is critical for integrating these areas into the growing tourism sector. This would also enable corporations and businesspeople to invest in hotels and resorts in the region, assisting in the development of tourism. Technological advancements would also result in transparent transactions between tourists and local sellers, eliminating the need for middlemen, thereby allowing the local community to reap the profit they earned.

By working on the aforementioned points, India has the potential to become a tech-driven, self-sustaining, visitor-friendly destination that would boost tourism and aid the socio-economic development of the country.

2.6 Environmental Analysis of Heritage Management

The global rise of temperatures, sea levels, and pollution rates is an increasingly serious threat to the world and its influence is more visible than before on the heritage sites around the world. According to UNESCO, out of 252 world heritage sites in total, about 83 of these are being damaged by climate change (The Weather Channel, 2020). But even today, heritage is often absent from discussions of climate change. Heritage preservation is critical for building resilience and preserving a community's identity and culture (Neal, 2020). The importance of conserving heritage sites cannot be sufficiently stressed as culture serves as one of the binding forces within societies, and once destroyed, cannot be restored (Gruber, 2008).

1. Case Study: The Taj Mahal, Agra, India

This major artistic and architectural landmark of India which draws as many as 70,000 visitors a day is facing a threat to its integrity (BBC, 2018). Built in the mid-17th century by the

Mughal emperor Shah Jahan with exquisite materials, crowned as one of the seven wonders of the World, the Taj Mahal is now tinted yellow due to the excessive air pollution. Nearby oil refineries, a 200-year-old wood-burning crematorium, and other industries are to be blamed for the concerning change in colour of this ivory marble mausoleum (Daley, 2018). The dumping of sewage in the Yamuna river, which runs alongside the monument, also attracts insects that damage the monument. Although it's possible to scrub this greenish-black waste away, which has been left by the insects, the intensive cleaning process often damages the delicate carvings beneath. The Supreme Court of India has been attentive in terms of protecting this monument by challenging the government of Uttar Pradesh, the state in which the Taj Mahal is located, to take the air and water pollution into account. It issued a ruling in 1996 to protect the Taj Mahal from pollution damage. The rules for industries within the Taj Trapezium Zone (TTZ), which spans a little more than 10,000 square kilometres, are intended to protect the Taj Mahal from the effects of air pollution. The decision prohibits the burning of fossil fuels such as coal and oil, as well as the operation of fertilizer and petrochemical plants, all in an attempt to minimize the amount of Sulphur dioxide in the atmosphere. As Sulphur dioxide reacts with oxygen, it forms acid rain, which causes the Taj's marble to turn yellow. Although this decision has reduced emissions in an environment where they would otherwise be much higher, the Taj still suffers. The Supreme Court has upheld the decision, and new companies have recently been barred from operating in the TTZ. Even though India has made several commitments to increasing sustainability nationally, the Taj Mahal still faces environmental dangers that even a responsive government is slow to fix (Saleeby, 2019).

2. Case Study: Japan

Japan has undertaken a successful strategy to preserve its heritage by following a comprehensive approach to putting together disaster resilience. The approach includes strategies that involve locational, physical, and operational aspects. The institutional framework for DRM lies in the Disaster Countermeasures Basic Act⁸, and therefore the implementing agency is the Central Disaster Management Council. Japanese laws outline six classifications of cultural properties: tangible cultural properties, intangible cultural properties, folk cultural properties, monuments and sites, cultural landscapes, and teams of ancient buildings. Monetary help depends on the property's classification. Disaster risk reduction measures for heritage properties are divided into

3 major areas, fireplace hindrance, crime hindrance, and surroundings conservation to safeguard cultural heritage (UNESCO 2015 as cited in World Bank, 2017). Since 2007, native governments in Japan are encouraged to develop an associated complete list of cultural heritage inside their territories. This list can capture heritage left undesignated inside the national or international frameworks, however nonetheless of essential importance at the native level. Native governments are aided in heritage protection, however, throughout emergencies, the associated integrated heritage rescue approach is followed. The Institute of Disaster Mitigation for Urban Cultural Heritage's work at Ritsumeikan University (R-DMUCH) builds required human resource capability and is recognized globally for training professionals across the globe. In several elements of the globe, the reconstruction of broken historical structures focuses on conserving the "original" to the extent possible, however, Japan additionally emphasizes the conservation of information, techniques, and materials to build the structure (World Bank, 2017). The ongoing climate change and increasing levels of pollution have left our heritage sites in a dire need of restoration and protection. This situation not only calls for strict legislation upon the pollution emitted by industries near the sites of historical and natural importance but also uncompromising implementation of the same. To be able to preserve our heritage, it's important to reduce carbon emissions along with reducing stress from unsustainable activities. The case study of Japan gives resourceful insights regarding disaster mitigation and heritage management.

Only by addressing climate change, introducing comprehensive adaptation measures, and maintaining continuous monitoring can humanity's cultural heritage be preserved and passed on to future generations (Gruber, 2008).

2.7 Ethical Analysis of Heritage Management

In the present times, travel is not just limited to religious tourism but also brings into its fold adventure, business, wellness, eco, and cultural tourism. Even with the dark history associated with them, places like Jallianwala Bagh in Amritsar and The Cellular Jail in Port Blair continue to see a lot of visitors. But, as Indian citizens, we see those places not only as historical landmarks but also as sites of the sacrifice of our ancestors who fought for the freedom we now embrace. One might question the government's ethical responsibility in opening locations with such a grim past to the general public, but these are memorials to those who have died, it's a way to cherish their lives and keep their memories alive.

The question of ethics does not just end here. The fate of cultural and natural sites in a declining, commoditized world is a subject that requires considerable attention. The term "World Heritage" implies that a site is significant not only to its own culture and country but also to other cultures and nations. The heritage professionals must care for World Heritage in a way that fosters a stronger sense of social identity, tends to a diverse audience, strikes a balance between the needs and desires of different stakeholders, and incorporates contemporary uses of the site while maintaining its historical significance and authenticity. Moreover, it is the duty of the staff at heritage sites to provide the audience with accurate and truthful facts (Shalaginova, 2008).

The discussion and policy surrounding the preservation of cultural heritage in times of war such as the Hague Convention and the Lieber Code raise additional ethical concerns. However, further concerns about the ethics of security of cultural heritage in war, such as the permissibility of causing or enabling casualties to protect cultural heritage, or the responsibilities of humanitarian action to protect heritage, have received little consideration to date (Matthes, 2018). Lastly, coming up with a policy of heritage management and presentation that is not only self-sustaining but is also capable of attracting both financial and intellectual support is our foremost ethical responsibility. Aiming to make these sites of cultural and natural importance not only open to all but also understandable to all is vital (Shalaginova, 2008).

3.0 Recommendations

The United Nations World Tourism Organization has defined cultural tourism as a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience, and consume the tangible and intangible cultural attractions/products in a tourism destination and culture has an immeasurable inherent value to host communities, and as such, constitutes one of the most important assets for tourism. International tourists prefer to stay in five-star hotels and lose the opportunity to appreciate the culture and heritage, which is moulded in a form to be displayed in five-star hotels (UNWTO, 2018). The road to proper heritage management seeks to create a synergy among all the stakeholders: government, corporates, civil societies, and the common people. The action of one party will affect the other in some other way, so the stakeholders with much more outreach to capital and resources need to ensure proper management of the region.

The concerns of not involving all the stakeholders for working on an agreed strategy, lack of will, finance and training for effective promotion, market structures ecosystem, and necessary code of conduct for tourists based on the agreement of the indigenous people makes it very challenging for every stakeholder to reap social and economic benefits (WWF International, 2001). The decisions must be an amalgamation of the concerns and needs of the stakeholders, which must be implemented through a proper institutional ecosystem. With this research, we want to raise the conscience of the stakeholders to commit themselves to the sustainable development of tourism in ensuring an equitable pool of opportunities for growth and prosperity of the people.

- Government

1. The Government of India could tread upon the formation of a National Heritage Fund Act like Mauritius to “identify, protect, manage and promote the National Heritage and develop a sense of belongingness by caring for the past and bequeathing it to the future” (the Republic of Mauritius, n.d.). The government should constitute a statutory body exclusively for management, impact analysis, and finance. The members of Archeological Survey of India, Central and State Works Departments, Ministry of Culture, Ministry of Finance, civil societies, trade unions of common people, environmentalists, and corporates should be included with a proper information dissemination mechanism through periodic press releases and robust redressal mechanisms.
2. National Geographic Information System (GIS) information for monuments and sites to be initiated with Indian Space Research Organization (ISRO) which can support a GIS team wing to be established in ASI. By utilizing the cooperative effort initiated by ISRO and the Ministry of Culture, it's attainable to collate all GIS and Non-GIS archaeological info into one National Archaeological Database. This could be a major accomplishment as a part of the Digital India programme, at par with alternative geospatial databases used by Central and State governmental agencies. It's vital that this information ought to be consulted before authorizing any construction close to archaeological sites, making certain that past errors leading to irreparable loss to heritage and escalating prices can be eased. This national archive ought to be created publicly accessible beneath the Digital India programme, wherever it will assist call manufacturers (development authorities, state departments, etc.) and facilitate voters arrange for the future economic process while protecting the delicate remnants of our past (Niti Aayog, 2020).

3. The government should undertake the training of management personnel, local guides, and shopkeepers about the proper waste management system and rules and penalties for defacing through rigorous workshops and awareness sessions. The government should also develop social infrastructures like hospitals and schools along with the provision of electricity, water, and security through engagement with local Panchayats and people nearby.

4. There should be Comptroller and Auditor General (CAG) auditing of India on a bi-annual basis, to keep track of infrastructure development, finance, management, and issues of illegal encroachment near prohibited areas.

5. The government should deliberate upon developing a specific curriculum in the educational syllabus of schools and other higher institutions to sensitize the youth towards the protection, preservation, and appreciation of heritage sites.

- Corporates, Businesses, and Entrepreneurs

1. The corporate entities should undertake heritage management under Corporate Social Responsibility. Through CSR, the corporates can capitalize on the untapped potential of a region, by developing infrastructure like hotels, resorts, transport, etc., to encourage sustainable tourism along with the economic prosperity of the region. National Heritage saw the largest drop of nearly 56% in 2018-19 (Mukherjee, 2020).

2. The Public-Private Partnership model is an effective model through which the corporates could be engaged to carry out development and restoration projects that might require extra funding and support. The Kutch region of Gujarat is an exemplary case in support of the experience. InterGlobe Foundation (on behalf of InterGlobe companies) partnered with Aga Khan Trust Culture and Archeological Survey of India to undertake the renovation of the tomb of Abdul Rahim Khan-I-Khanan in Delhi (Dar, 2019).

3. The entrepreneurs, especially from the technology field should be incentivized to build technology to help in various operations under heritage management like restoration, defect identification, 3D printing, information channels for specially-abled people as well as for foreign tourists in various languages. The government can provide them with academic and legal support to carry out work in the smoothest manner. Digital India and Smart Cities Mission could be successful missions in which the technology building entities follow their ethical responsibility towards the heritage, culture, and environment.

4. Among the industries that are hooked into heritage and culture, the business enterprise and cordial reception sectors will derive most worth from strategic initiatives. Programmes will specialize in establishing the importance of websites, making awareness, grading sites on parameters, polishing off physical rehabilitation, putting in place management frameworks and maintenance. Intangible cultural resources will be catered through capability building and coaching. Similarly, different sectors also can have eminent CSR if the geographics of operations hold the cultural significance of some kind (Preserving Heritage, Still An Alien CSR Concept | Forbes India Blog, 2015).

5. Technology could be utilized to create dedicated mobile applications which cater to the tourists ranging from hotel bookings to providing visitors with timings to visit a monument. Valuable information of that sort could be conveyed in a variety of national and foreign languages through the app, therefore, effectively overcoming the language barrier. The availability of a mobile app will also allow visitors to view an online brochure of museums and heritage sites rather than relying on a printed brochure, thus increasing the sustainability of tourism.

- Civil Societies and Non-Governmental Organizations

1. At the national level, States Parties are inspired to involve NGOs within their safeguarding efforts particularly in the identification and definition of intangible cultural heritage since NGOs are usually best placed to figure directly with heritage communities. At the international level, authorized NGOs could also be invited by the Intergovernmental Committee to supply informatory services, especially through the analysis Body. The final Assembly has already approved the enfranchisement of quite one hundred seventy NGOs since 2010. NGOs whose activities are within the field of intangible cultural heritage are welcome to request enfranchisement, significantly those from developing countries (UNESCO, 2003).

2. The Aga Khan Trust Culture (AKTC) is a leading example when it comes to the role played by NGOs in heritage management. The Humayun's Tomb - Sunder Nursery - Nizamuddin Basti project in Delhi is a restoration project of Humayun's Tomb in which the AKTC has worked towards adopting a craft-based approach in conservation, employing hundreds of craftsmen using traditional tools, materials, and building techniques to revive the creation of original builders. The conservation project benefitted 20,000 people living in the vicinity of the tomb and created 14 lakh man-days of work (Dar, 2019).

3. NGOs can contribute towards strengthening the logistic and technological support through conducting awareness drives, pilot projects, research, and proper dissemination of information to the locals about the schemes of the government, gains, and losses of any project undertaken by the government or businesses, etc.

4. The NGOs can act as stewards for cultural diffusion in the urban areas by assisting local people in finding markets for the sale of their local products. India's craftsmen and artisans' market is appreciated all over the world, but the condition of the workers is pitiable. The NGOs should work on the human rights of the workers to foster local tourism, thus the local prosperity.

- Common People

1. The common people should actively participate in heritage management because that creates employment opportunities for them, along with a cultural exchange with the tourists from other parts of the country and the world as well. We should engage indigenous people as technicians that enable researchers in collaborations with trained indigenous groups to gather more data of larger areas than would otherwise be possible and invite them to share their experiences and observations acquired from previous generations (WWF International, 2001).

2. The locals should be educated and trained effectively to carry out daily operations of the heritage site management. Literacy schemes along with skill training are necessary to ensure their full participation. Here the government must work on the conventions of the Bali Strategic Action for Technology Support and Capacity building (UNEP, n.d.).

3. The local community should represent themselves in decision-making but with a complete understanding of what benefits, they will reap in the future and expected harms. This could be done through memberships in cooperative societies, unions, and NGOs.

4. The local people should not engage in any exploitative behaviour with the tourists like charging unnecessary exorbitant prices, harassment, racial discrimination, etc. to ensure the sanctity of the region could be maintained and passed on with pride.

Tourism, as a service trade, is one of the top four export earners globally, currently providing one in ten jobs worldwide. Decent work opportunities in tourism, particularly for youth and women, and policies that favour better diversification through tourism value chains can enhance tourism's positive socio-economic impacts (UNWTO and UNDP, 2017).

4.0 Conclusion

With its vast cultural and natural wonders, India has somehow forgotten to instil a sense of historical consciousness among its people. The past continues to be minimized under these black and white narratives, while the citizens forget that the past that surrounds us continues to further the legacy of our common and complex culture. The importance of preserving and managing our heritage takes precedence over plans to develop a model focusing on sustainable tourism. As a nation, it is imperative to recognize that no matter what separates us, our shared heritage will always instil in us a sense of national identity that will continue to bind us together. It is also not some personal property that allows us to neglect it and let it wither away with time; it's our legacy, and we have a responsibility to safely pass it on to future generations.

Following an in-depth analysis of the system's flaws and problems based upon seven parameters (social, political, economic, legal, technological, environmental, and ethical), it can be concluded that to fulfil the responsibility of preserving country's rich heritage and capitalizing it sustainably, the four stakeholders (government, corporates, civil societies, and common people) must work together consistently to achieve the collective aim of heritage preservation and socio-economic growth.

By taking heed to the aforementioned recommendations, India has the power to turn its way around and effectively preserve the many heritage sites spread throughout the country. With better management and accessibility of the sites, India will be able to develop tourism into a more sustainable and tech-driven sector. Thus, it's important to realize that heritage sites are more than just physical spaces; they are also stories that connect the past and the present to us.

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