

Tourism and Intangible Cultural Heritage: A Winning Partnership

ICH, a key contributor in developing Tourism

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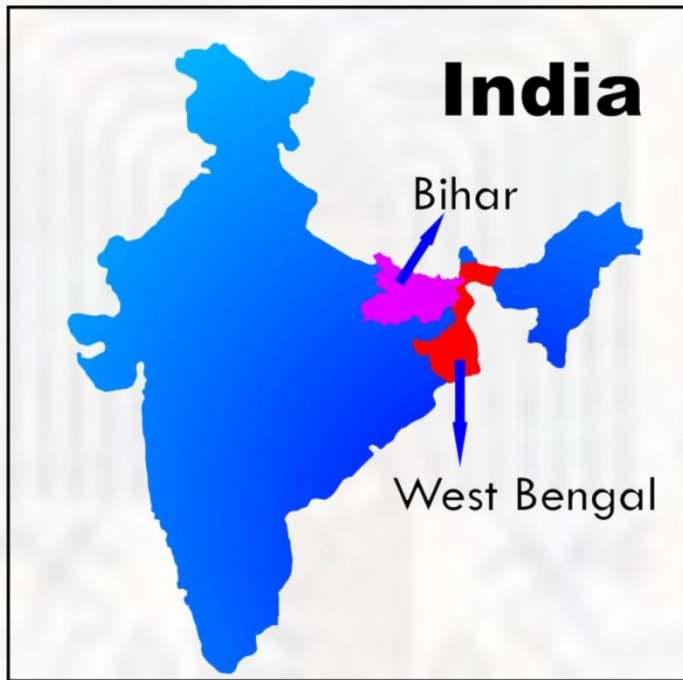


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Art for Life



- Safeguards Art as livelihood
- Targets socioeconomic empowerment of marginalized rural/indigenous people
- Proven with 5000 folk artists - 11 performing and visual art forms



Music Tourism at Gorbhanga

A village of 100 Fakirs who sing about universal love & brotherhood

Visitors have come from Europe, North & South America

Indicators

Social Inclusion

Increased income

8 Euro per month in 2005 → 150 Euro in 2012

Brick house, Sanitation, Electricity

Land ownership



Naya : Painters' Village as Destination

- Cluster of 500 Scroll painters who paint & sing stories
- Linking Education & Tourism

Indicators

Monthly income from 7-8 Euro in 2005 → 200 Euro in 2012

Brick house, Sanitation, Electricity

Greater Youth Participation

Socio-economic empowerment of women



Our Model : Village Tourism

- **Purpose**

Provide public exposure to a larger segment of folk artists
Expand the economical benefit to the entire village

- **Assets**

People and their artistic skills
Traditional rituals & ceremonies
Built & Natural Heritage



Village Tourism : Benefits

Strengthens Cultural Identity & Pride

Strengthens access to heritage for both hosts & visitors

Recognition → Social Inclusion



Global Connections

Tourism facilitates cultural exchange

Strengthens pluralism

Creates new markets

Develops new partnerships



Towards Sustainable Development

- Enhances heritage and living culture
- Equitable development : includes marginalized groups
- Livelihood for youth and women
- Reduces out migration
- Low footprint on environment



Keywords: Authenticity, Participation

Strategy: Community as Active Stakeholder

- Living Heritages guide development of cultural products
- Active participation of youth & women



Strategy : Creating Centres for Promotion

- Strengthens Identity
- Builds Ownership
- Facilitates Practice



Thank You



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