Tourism and Intangible Cultural Heritage: A Winning Partnership

ICH, a key contributor in developing Tourism

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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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