

PHDCCI and KPMG release joint report showcasing resilient strategies for India's heritage tourism sector

The heritage tourism industry is increasingly positioning cultural preservation as a cornerstone of sustainable development, balancing the need to protect historical assets with the drive for economic growth.

To address the sector's significance, challenges, and future direction, the PHD Chamber of Commerce and Industry, in collaboration with KPMG in India, has released a report titled '*Heritage Tourism as a Tool for Sustainable Tourism*' at the 13th International Heritage Tourism Conclave. This comprehensive study explores the sector's crucial role in sustainability, provides a detailed market analysis, and outlines major challenges. It identifies seven key pillars for advancing sustainable heritage tourism, including effective government initiatives, strategic marketing, and international recognition.

The report emphasizes India's rich cultural and historical heritage, presenting a compelling case for its potential as a leading global heritage tourism destination. In the wake of the pandemic, the report offers recommendations to strengthen India's heritage tourism sector. By drawing visitors to iconic sites such as the Taj Mahal, Hampi, and Rajasthan's forts, the sector aims to preserve India's cultural legacy through conservation efforts, infrastructure improvements, and local economic benefits.

Key findings from the report include an analysis of the post-pandemic state of heritage tourism, its impact on job creation, and a focus on sustainability and responsible tourism.

Vivek Agarwal, Head of Public Infrastructure at KPMG in India, stated, "Heritage tourism not only honors our past but also shapes our future by driving economic growth, community empowerment, and global cultural exchange. Our analysis underscores India's crucial role in global heritage tourism, highlighting strategic pillars for sustainable development. As India recovers from the COVID-19 pandemic, our insights are designed to guide policymakers and stakeholders in leveraging the nation's cultural assets for resilient and sustainable tourism growth."

Aalap Bansal, Partner in Industrial & Infrastructure Development Advisory (IIDA), added, “Embracing India’s rich cultural heritage is not just about preserving the past; it’s about creating a sustainable future through strategic development. Heritage tourism provides a unique opportunity to blend our historical assets with modern infrastructure and industrial growth. By investing in our cultural treasures, we can attract global visitors, stimulate local economies, and promote community development. Ongoing investment in industrial and infrastructure initiatives will help build a legacy that honors our heritage.”