7th UNWTO Silk Road Ministers’ Meeting
Sustainable Tourism and Local Silk Road Communities
8 March, 2017

Understanding Sustainable Tourism Development:
Community integration in West Bengal, India

Amitava Bhattacharya
Founder Director
banglanatak dot com
Video on Cultural Tourism of West Bengal

https://youtu.be/43uKcyhBRi8
Investment in People’s Skill
Creating opportunities
Going Global: Identity & Aspirations
New audience getting developed
Village Festivals: Integrating Community

Promotes & protects local cultural products by communicating heritage characteristics & values through tourism experience chain.
Movement towards art & craft villages
Various forms of Engagement
Naya: Scroll Painters’ Village

300 Scroll painters who paint & sing stories

Indicators
Monthly income from 10 USD in 2004 → 300 USD in 2017
Brick house, Sanitation, Electricity
Greater Youth Participation
Livelihood Collectives
Empowerment of women: Income, Mobility, Education
Education of children
Opportunity for disabled children
Music Hub at Gorbhanga

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

Visitors have come from Europe, North & South America

Indicators
Social Inclusion
Women empowerment
Increased income
10 USD per month in 2005 → 200 USD in 2017
Brick house, Sanitation, Electricity, Land ownership
Art for Life

Developing an eco-system for sustainable and participatory development

Culture → Identity → Recognition → Social Inclusion

Skills → Enterprise → Economic Development

Pride → Safeguarding → Aspiration
Safeguarding and Aspiration

Creating Identity
Engagement for Community
Developing audience

Musical
Released 40 Folk Music Albums so far

Jhumur Naach
A Documentation

Pater Gaan
Songs of the scroll paintings of Bengal
A Documentation
Folk Art Centres: Involving communities
Community Museum celebrating Heritage
Strengthening collaborations

2016 - 17: 7 international exchanges.

(Iceland, Kazakhstan, Denmark, Switzerland, Belgium, Hungary, Sweden)

Opportunity for youth

Creating networks

Vibrant Villages
Advocacy and Networks

2016 South Asia Sub-Regional Meeting of NGO on Safeguarding Intangible Cultural Heritage
Sur Jahan : World Peace Music Festival
Carnival environment
Video on Sur Jahan

https://www.youtube.com/watch?v=qQdM7KTr9xQ&feature=youtu.be