**Press Release (photographs attached)**

**IHHA Annual Convention in Udaipur**

**‘LIVING HERITAGE’ NEEDS TO BE PROMOTED PROACTIVELY** -          Rajasthan Chief Minister

Udaipur / Jaipur, 4 September: ‘Living Heritage’ needs to be promoted proactively through our heritage buildings and historical buildings like forts and palaces. These monuments should depict ‘life’ by way of organizing celebrations, events and festivals. This was stated by the Rajasthan Chief Minister, Smt. Vasundhara Raje today at the 5th edition of the Annual Convention of the Indian Heritage Hotels Association (IHHA) being held at Fateh Prakash Palace in Udaipur.

Talking about the heritage hotel movement which is going from strength to strength, the Chief Minister said that these buildings are ‘‘steeped in tradition and define our way of life’’. She further said that she had always believed in the 3A’s of tourism – ‘Access’, ‘Accountability’ and ‘Authority’. However, she said that she wanted to add another ‘A’ to these – Articulation.

Chief Minister further added that the target of 50 million mark for the tourist arrival in the State will have to be achieved. The Department was geared up for and taking a number of initiatives in this direction. The new tourism marketing campaign had been well received and was appealing to the young tourists, who are now visiting the State. She informed that some fairs and festivals had been given on PPP mode and more such fairs could be taken up on such an arrangement.

IHHA President, Maharaja Gaj Singh of Jodhpur in his address urged the Union Tourism Ministry for framing a National Policy on HeritageTourism. Such a policy would give a fillip to the heritage hotel movement, he said. The theme for this year’s Annual Convention, he informed, is aptly ‘Looking Beyond’. When an organization becomes 25 years old it has to have newer visions and perspectives given the rapidly changing times. Within the realm of the tourism sector, new developments are taking place.

Shriji Arvind Singh Ji Mewar also threw light on the concept of ‘living heritage’ – stating how it was different from monumental heritage and natural heritage. The time has come, he said, when heritage needs to be conserved, preserved and made living.

Later, in the presence of Chief Minister, a MOU with signed between IHHA President and the Managing Director of Kaushal Bhaav Skill Solution (KBSS), Mr. Shankar Laxman. The MoU pertains to ‘heritage as an employable sector under Sector Skill Council with particular reference to indigenous and traditional building practices’.  A Coffee Table Book on the Heritage Hotels prepared by IHHA was also released by the Chief Minister. Some other publications like IHHA Magazine, Lesser Known Heritage of India; Small & Beautiful Hill Stations of India were also released. Earlier, she inaugurated and went around the exhibition set up on occasion of IHHA annual convention.

Earlier, the Vice President of IHHA, Mr. Steve Borgia outlined the importance of the Convention Theme ‘Looking Beyond’  while the General Secretary, IHHA , Mr.  Randhir Vikram Singh proposed the Vote of thanks.

Later, interactive sessions on ‘Looking Beyond’ and “Creating Heritage Business, Delivering Dreams” were organized.