

CERTIFICATE PROGRAMME ON
'INTANGIBLE HERITAGE TOURISM' (CPIHT)

A. INTRODUCTION:

1. Proposal:

1.1. Certificate Programme (CP) on “Intangible Heritage Tourism” by the Maharajas’ College, Ernakulam

2. Background/ Justification:

2.1. Kerala is considered as the leading State in both Tourism and Intangible Heritage as it boasts of the largest number of UNESCO Representative List of Intangible Heritage (IH) for any State in India. Out 13 numbers from India, 4 are from Kerala: two are exclusive (Kutiyattam and Mudiyyet) and another two are Pan-India (Vedic chanting and Yoga).

2.2. Kochi is one among the top tourist destinations in India.

2.3. Maharajas College has a role to play in any aspect of Heritage in Kochi:

- It is a Heritage institution which is about 175 years old,
- It is the oldest College in the former Cochin Province with resources on Heritage of Kochi,
- It houses the oldest College Biology Museum in India. In this regard it has organized a “National Workshop on Natural History Museums” coordinated by the CIHS (Sree Sankaracharya University of Sanskrit Kalady) in collaboration with the National Museum of Natural History, New Delhi (MoEFCC) in Jan 2020.

2.4. Even though there are a few institutions in India imparting training on Heritage and Tourism, these are restricted to tangible aspects of Tourism. There are none on Intangible Heritage aspect of Tourism.

2.5. Hence, the proposed Certificate Programme on ‘Intangible Heritage Tourism’ (CPIHT) will be the first such Programme in India.

3. Salient Features:

3.1. The Certificate Programme with duration of 64 Hours will be completed within a period of 6 months,

3.2. The Syllabus is structured into Courses (N=4), Modules (N=16) and Units (N=32);

4. Scope:

- a) Potential employers include international organizations, national agencies as well as private sectors in the field of tourism, heritage, museums etc.
- b) The Certificate Program, being the first one of its kind in India, will open floodgates for studies and research in the fields of Intangible Heritage Management and Indian traditions which is envisaged in the New Education Policy.
- c) The students will also gain essential knowledge and skills to carry out independent studies and research in Heritage and Conservation projects at Museums, Heritage sites and Tourist places.
- d) Staffs of tourism projects like Sustainable Tourism, Eco-tourism and Accessible Tourism are the potential stake holders. The Program will help them to remain updated about the field.
- e) Those employed in tourism as Tour Guides will be exposed to new trends of interpretation thrown open by heritage resilience

5. Admission:

5.1. Number of seats: 20 (Minimum) - 50 (Maximum)

5.2. Educational qualification: Graduation in any Subject from a University recognized by UGC

5.3. Medium: English

5.4. Program fee will be Rs5,000/-. For Students/Staff of the Maharaja's College, it will be Rs.4 000/- and for Foreigners it will be US Dollar 100.

5.5. Admission: Online.

5.6. Facilities for online learning (laptop, android mobile, WhatsApp etc.) is expected from Students.

6. Service delivery:

6.1. Theory classes will be delivered online as Modules (4 Hours) on Saturdays.

6.2. Practical (Project Work) will be undertaken by Students after discussion with the Faculty. The topics may involve any aspect of IHT with case studies of the Heritage Museum of the Maharaja’s College or of a Heritage place/ institution/ IH performer accessible to the Student.

7. Resources:

7.1. Programme Director: Dr. Mathew George, Principal, Maharaja’s College, Ernakulam

7.2. Programme Coordinator: Dr. K Vinod Kumar, Associate Professor, Dept. of History, Maharajas’ College, Ernakulam

7.3. Programme Coordinator (Academic): Dr B. Venugopal, Honorary Director of the Centre for Intangible Heritage Studies at the Sree Sankaracharya University of Sanskrit, Kalady. He worked earlier as Director of two important Museums in India: National Museum of Natural History, New Delhi and Indian Museum, Kolkata. He also worked as Registrar, National Museum Institute (Deemed to be University), New Delhi.

7.4. Faculty:

a) Dr. B. Venugopal: Centre for Intangible Heritage Studies, SS University of Sanskrit, Kalady.

b) Dr. Benny Kuriakose, Conservation Architect, Chennai (Consultant to Muziris Heritage Project)

c) Prof. Hariramamurthi G, TDU, Bangalore. Prof. Hariramamurthi G has coordinated the Certification of

Prior Learning for Traditional Community Health Practitioners (from Chattisgarh, Gujarat, Karnataka, Odisha, Rajasthan and Tamil Nadu)

- d) Dr. P. M Unnikrishnan. Senior Fellow, United Nations University
- e) Dr. V R Shaji, Centre for Heritage Studies, Thrippunithura,
- f) Dr. L P Rema, Head, Department of Zoology, Maharaja's College
- g) Prof. Thomas Antony, Professor & Head, Department of Botany, Maharaja's College
- h) Dr. Vinodkumar Kallolickal. Associate Professor. Maharaja's College, Ernakulam
- i) Dr. M.H. Rameshkumar, Assistant Professor, Dept. of History, Maharaja's College
- j) Dr. Jenee Peter, Assistant Professor, Dept. of History, UC College, Aluva
- k) Shri Raj K Varman: Assistant Professor, St. Paul's College, Kalamassery
- l) Dr. Jenee Peter (Assistant Professor, Dept. of History, U C College, Aluva

B. STRUCTURE:

- The Certificate Programme (CP) is divided into Courses (N=4), Modules (N=16) and Units (N=32). Each Module (4 Hours) will be delivered weekly as 2 Units @2 Hr. each.

STRUCTURE OF THE CPIHT							
	COURSEs		MODULEs		UNITs		
No.	Name	No.	Name	Hr.	No.	Name	
1	INTANGIBLE HERITAGE (IH)	01	Introduction to Heritage	4	01.1	Definitions, Origin, Growth, Types	
					01.2	Status: International, National, State	
			02	Intangible Heritage (IH): Basics	4	02.1	UNESCO 2003 Convention
						02.2	UNESCO RL of ICH
			03	Intangible Heritage (IH): Types	4	03.1	Intangible Cultural Heritage
					03.2	Intangible Natural Heritage	
		04	Evaluation 01:	4	04.1	Exam:	
					04.2		
2	TOURISM	05	Basics of Tourism	4	05.1	Definitions, Origin, Growth, Types etc.	
					05.2	Status: International, National, State	
			06	The '7Ps' of Tourism	4	06.1	The '4 Ps' of Tourism
						06.2	The '3 Ps' of Tourism
			07	Role of Museums in Tourism: Maharaja's Heritage Museum	4	07.1	Tourism resources
					07.2	Tourism activities	
		08	Evaluation 02	4	08.1	Exam:	
					08.2		
3	INTANGIBLE HERITAGE TOURISM (IHT)	09	Responsible Tourism (RT)	4	09.1	Basics of RT	
					09.2	RT and IH	
			10	New trends in IHT	4	10.1	Sustainable Tourism; Eco-tourism; and Accessible Tourism
						10.2	IH, Disaster and Resilience
			11	Role of Museums in IHT: Maharaja's Heritage Museum	4	11.1	IH resources
					11.2	IH activities	
		12	Evaluation 03	4	12.1	Exam:	
					12.2		
4	PROJECT	13	Project:	4	13.1	On a topic on IHT after discussion between the Faculty and Students. Project Report (5,000 words)	
					4		14.1
					4		14.2
			15		4	15.1	
					4	15.2	
		16	Evaluation 04	4	16.1	Webinar Presentation (based on Report)	
					16.2		
	TOTAL	16		4	32		

C. EVALUATION

No.	Evaluation	Exam	Marks	
			Maximum	Min. for Pass
1	Evaluation 1:	Exam written	100	40
2	Evaluation 2	Exam written	100	40
3	Evaluation 3	Exam written	100	40
4	Evaluation 4	Project Report	150	60

		Webinar/ Presentation	050	20
	Total		500	200

D. SYLLABUS:

NO.	MODULES AND UNITS:
	Couse: INTANGIBLE HERITAGE
01	Module: Introduction to Heritage
	Unit 01.1: Definitions, Origin, Growth, Types etc.:
	Heritage is defined as a) Our legacy from the past, what we live with in the present, what we pass on to future generations to learn from, b) That which has been or may be inherited, c) The fact of hereditary succession d) Anything given or received to be a proper possession, or e) An inherited lot or possession. Natural Heritage includes Natural features, Geological and physiographical formations and Natural sites. Subject wise, NH includes heritage related to geology and biology (botany and zoology). Cultural Heritage includes Monuments, Groups of buildings and Sites). Tangible Cultural Heritage is again divided into Immovable and Movable. Examples of the former is Archaeology and the latter Museology.
	Unit 01.2: International, National, State
	The various International Instruments on Heritage are introduced. UNESCO Convention 1972: Convention concerning the Protection of the World Cultural and Natural Heritage. It defines Heritage into Natural Heritage and Cultural. Here Heritage meant only the tangible aspects and included both aspects of culture and nature on equal footings UNESCO Convention 2003: Convention for the Safeguarding of the Intangible Cultural Heritage. Even though Heritage was distinguished as Tangible and Intangible, the nature aspect was downgraded to only one out of the 5 Domains of the Culture aspect.
02	Module: Intangible Heritage: Basics
	Unit 02.1: UNESCO 2003 Convention
	Intangible Cultural Heritage (ICH) comprises 'the living expressions and traditions that communities, groups and individuals in every part of the world receive from their ancestors and pass on to their descendants' (UNESCO 2003 Convention). The International Instruments in IH includes the UNESCO Conventions of 2003, 2005, 2010.
	Unit 02.2: UNESCO RL of ICH
03	Module: Intangible Heritage: Types
	Unit 03.1: Intangible Cultural Heritage
	Unit 03.2: Intangible Natural Heritage
04	Module: Evaluation 01:
	Unit 04.2: Exam
	Unit 04.2: Exam
	COURSE: TOURISM
05	Module: Basics of Tourism
	Unit 05.1: Definitions, Origin, Growth, Types etc.
	'Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during their stay at these destinations, including day visits and excursions.' (The Tourism Society of Britain, 1976)
	Unit 05.2: Status: International, National, State
	The World Tourism Organization (UNWTO) is the United Nations specialized agency entrusted with the promotion of responsible, sustainable and universally accessible tourism. It is the leading international organization in the field of tourism, which promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers the sector leadership and support in advancing knowledge and tourism policies worldwide. It serves as a global forum for tourism policy issues and a practical source of tourism research and knowledge. It encourages the implementation of the Global Code of Ethics for Tourism to maximize the contribution of tourism to socio-economic development, while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Sustainable Development Goals (SDGs), geared towards eliminating poverty and fostering sustainable development and peace worldwide. The UNWTO Framework Convention on Tourism Ethics. This is the first International Convention to be adopted under the aegis of UNWTO. The Global Code of Ethics for Tourism (GCET) is a comprehensive set of principles whose purpose is to

	guide stakeholders in tourism development: central and local governments, local communities, the tourism industry and its professionals, as well as visitors, both international and domestic.
06	Module: The '7Ps' of Tourism
	Unit 06.1: The '4 Ps' of Tourism
	<p>The 7 Ps of marketing are a set of key principles that belong at the very heart of your marketing strategy. They are sometimes jointly referred to as the marketing mix. These seven are: product, price, promotion, place, packaging, positioning and people.</p> <p>The original 4 Ps of marketing: In 1960, the same year CERN switched on their particle accelerator for the first time and JFK was elected President of the United States, the marketing professor E. Jerome McCarthy was putting the finishing touches to the original 4 Ps of marketing. At that time, marketing theory was shifting towards a more strategic, managed approach. McCarthy's 4 Ps framework encapsulated the new paradigm, quickly gaining popularity with practicing marketers and academics alike. The 4 Ps were powerful, above all, because they concisely accounted for the seller's most important objectives and the target audience's most critical requirements – both of which are pivotal to commercial performance. Further, they are all things which the seller can control, and are therefore ideally suited to proactive strategy formation. These original 4 Ps, which still form the core of the marketing mix to this day, are: Product, Price, Place and Promotion.</p>
	Unit 06.2: The Additional '3 Ps' of Tourism
	<p>In 1981, twenty-one years after E. Jerome McCarthy's original four Ps, a further 3 Ps of marketing were put forward by <i>Booms & Bitner</i> in their extended marketing mix. These principles, which reflected the changing reality of marketing theory and practice, are: People, Process, and Physical evidence.</p> <p>The 8th P of marketing: Not content with the conventional 7 Ps of marketing, some marketers like to add an eighth factor into the extended marketing mix: <i>partners</i>. This refers to the third parties involved in the marketing of a product or service – especially referral partners in a digital marketing context. We would tend not to include partners in the marketing mix unless the project relies heavily on referral marketing campaigns.</p>
07	Module: Role of Museum's in Tourism: Maharaja's College Heritage Museum
	Unit 07.1: Tourism resources
	Unit 07.2: Tourism activities
08	Module: Evaluation 02
	Unit 08.1: Exam
	Unit 08.2: Exam
	COURSE: INTANGIBLE HERITAGE TOURISM
09	Module: Responsible Tourism
	Unit 09.1: Basics of RT
	<p>Responsible Tourism: is about "making better places for people to live in and better places for people to visit." Responsible Tourism requires that operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable.</p> <p>RT encompasses all forms of tourism and seeks to minimize negative economic, environment and social impacts. It generates greater economic benefits to local people and enhances the wellbeing of local communities. It also makes positive contributions to the conservation of natural and cultural heritage, and maintenance of the world's diversity. Though the concept of responsible tourism was there right from 1996, it was after the Cape Town Declaration of 2002 that a detailed picture of responsible tourism - including its aims, and factors evolved.</p>
	09.2: Responsible Tourism and Intangible Heritage
10	Module: New Trends in Tourism:
	Unit 10.1: Sustainable Tourism; Eco-tourism; Accessible Tourism
	Unit 10.2: IH, Disaster and Resilience
11	Module: Role of Museum's in IHT: Maharaja's College Heritage Museum
	11.1: IH Resources
	11.2: IH Activities
12	Module: Evaluation 03:
	12.1: Exam
	Unit 12.2: Exam
	COURSE: PROJECT
13	Module: Project:
	On a topic on IHT to be arranged at a Heritage place/ institution/ bearer (Maharaja's College Museum or others)
	Unit 13.1:
	Unit 13.2:
14	Module:
	Unit 14.1:
	Unit 14.2:

15	Module:
	Unit 15.1: Report (Draft)
	Unit 15.2: Report (Final)
16	Module: Evaluation 04:
	Unit 16.1: Project Report
	Unit 16.2: Webinar / Presentation (based on Project Report)

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