

Cultural Heritage Tourism as a Medium for Socio-Economic Upliftment of Communities: A Case Study of West Bengal (India)

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The state, West Bengal is one of the important destinations in India for the cultural heritage tourism for both domestic and international tourists. Amongst Indian destinations, West Bengal has a distinct image, with strong associations on cultural heritage tourism products. In cultural Heritage Tourism the state aims to recognize the importance of the cultural heritage products for continuity of culture and the balances within cultures.

The main objective of this research is to promote West Bengal as preferred destination for visitors and provide opportunities for cultural heritage tourism business which will improve the socio-economic condition of the concerned people and thereby generating revenue for the country and state as well. This paper provides a theoretical framework for cultural heritage tourism development in West Bengal and their associated issues and concerns.

Here the researchers applied case study method for this research. Data has been collected through random sampling by questionnaire, consisting of 15 questions. Total 100 samples have been taken among the concerned communities. Cultural Heritage Tourism generates local employment and business both directly and indirectly in the tourism sector and in various support and resource management sectors. This sector is considered as an important media for socio economic development of the concerned communities. This form of tourism stimulates improvements to local transportation, communication and other basic community infrastructures of the concerned area. Almost all districts of this state are full of heritage products. It is also found that the government's help is more expected by the concerned communities. The success of cultural heritage tourism depends on the ability of destinations to engage in sustainable use and conservation of vital resources.

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