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SDG 2030 Goals and Management of Heritage: Indian and Global Context

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INTRODUCTION

The United Nations' 2030 Agenda for Sustainable Development, adopted in September 2015, outlines a comprehensive blueprint to address global challenges and achieve a more sustainable and equitable world by the year 2030 (United Nations, 2015).

This agenda comprises 17 Sustainable Development Goals (SDGs), each targeting specific socio-economic and environmental issues. Goal 11 of the SDGs, titled "Sustainable Cities and Communities," holds particular significance for heritage management.

SDG 11 aims to ensure that cities and human settlements are inclusive, safe, resilient, and sustainable. One of its specific targets is to safeguard and preserve cultural and natural heritage. Heritage, both tangible and intangible, represents the collective identity, history, and cultural legacy of societies.

The preservation and responsible management of heritage sites contribute not only to cultural enrichment and identity but also to sustainable development by promoting tourism, local economies, and community cohesion.



STATEMENT OF THE PROBLEM

Despite the global recognition of the importance of heritage management within the SDG framework, there remain significant challenges and complexities in the effective implementation of SDG 2030 goals related to heritage preservation. Rapid urbanization, population growth, climate change, inadequate funding, and socio-political pressures often pose threats to heritage sites and their sustainable management. Moreover, the diverse cultural and natural heritage of nations adds complexity to developing unified approaches to heritage preservation.

In the context of India, a nation renowned for its cultural and historical richness, heritage management becomes a paramount concern. With a vast array of tangible and intangible heritage sites, India faces unique challenges in striking a balance between development and preservation, particularly in the face of urbanization and population pressures. Therefore, the research seeks to identify the specific challenges that India encounters in aligning its heritage management efforts with the SDG 2030 goals.

Furthermore, the research will also explore the broader global context of heritage management, analyzing successful practices from other countries and assessing their potential application in India's context. By doing so, the study aims to offer valuable insights into the global landscape of heritage preservation and its connection to the SDG 2030 goals.



OBJECTIVE

The primary objectives of this research are as follows:

To critically examine the relevance and significance of SDG 2030, specifically Goal 11, in the context of heritage management.

To identify and analyze the challenges faced by India in aligning its heritage management strategies with the SDG 2030 goals.

To explore international best practices and innovative approaches in heritage management from different countries and assess their applicability in the Indian context.

To propose policy recommendations and strategies that can facilitate the achievement of SDG 2030 targets for heritage preservation, both in India and globally.

By accomplishing these objectives, the research seeks to contribute to the ongoing efforts in conserving and promoting the world's diverse cultural and natural heritage for the benefit of current and future generations.



PROBLEM IDENTIFICATION

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In the context of India, a nation renowned for its cultural and historical richness, heritage management becomes a critical concern. With a vast array of tangible and intangible heritage sites, India faces unique challenges in striking a balance between development and preservation, particularly in the face of urbanization and population pressures.

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Challenges faced by India in aligning its heritage management strategies with the SDG 2030 goals.

Diverse Heritage

Urbanization and Infrastructure Development

Environmental Degradation

Funding and Resources

Lack of Awareness and Sensitization

Legislation and Enforcement

Community Engagement and Inclusion

Tourism Impact

Digital Heritage Management

Data and Documentation



national best practices and innovative approaches in heritage management from different countries and assess their applicability in the Indian context.

Study 1: Historic Town of Vigan (Philippines)

Location	Historic Town of Vigan (Philippines)
Initial Situation	Vigan, a well-preserved European trading town in Asia, faced challenges including political instability, violence, business out-migration, and decay of the historic district.
Actions Taken	Formulated a clear vision and action plan based on World Heritage status. - Focused on enhancing citizen pride and identity, embedding the approach in long-term policies, fostering local and international partnerships, and developing Vigan as a sustainable tourism destination.
Successful Measures	-Investment in city-wide research and education. - Conservation guidelines for property owners. -Infrastructure improvements, clean water, and waste systems. - Inclusion of traditional industries in school curriculum. – - Cultural mapping analysis for tourism development. - Creation of festivals and an enabling environment for private sector growth.
Challenges Faced	Initial resistance from property owners to conservation laws. - Gaining buy-in by focusing on community needs and tourism development.
Results	-Thriving city with a growing economy. - Increased visitor numbers. - Reduced poverty rate from 45.5% to 9%. - Improved health and education. -Diversification into various facilities and programs. - Ongoing conservation challenges due to urban development.
Key Lessons	-Heritage-led development requires understanding, vision, and strong governance. - Prioritize community needs alongside tourism development.

Study 2: Angkor Wat

Category	Angkor Wat
Initial Situation	Angkor faced challenges such as conflict, over-tourism, and a disconnect between heritage and contemporary life.
Actions Taken	Developed a Tourism Management Plan (TMP) to manage increasing tourist numbers, reduce negative tourism impacts, enhance visitor understanding of local uses, strengthen the tourism industry, and provide benefits to local residents.
Successful Measures	-Extensive TMP with initiatives addressing strategic priorities. - Emphasis on communication, collaboration, and conservation. - Stakeholder workshops and collaboration. - Promoting cultural tourism. - Encouraging adaptive reuse of heritage buildings.
Challenges Faced	Resistance to change, lack of communication. - Balancing tourism and heritage conservation
Results	-Improved tourist experience and site sustainability. - Positive impact on local residents. - Preservation of heritage and improved governance. - Increased visitor satisfaction.
Lessons	Engage stakeholders and collaborate for holistic solutions. - Use Outstanding Universal Value (OUV) as a marketing tool. - Continuously assess impacts and adapt strategies.



Study 3: Melaka and George Town, Historic Cities of the Straits of Malacca (Malaysia)

Location	Melaka and George Town, Historic Cities of the Straits of Malacca (Malaysia)
Initial Situation	Melaka and George Town, jointly inscribed in 2008, faced tensions between tourism and heritage conservation. Rapid tourism growth posed challenges to preserving their cultural heritage.
Actions Taken	A consortium of stakeholders managed tourism strategy with priorities including making heritage relevant to residents, safeguarding traditional features, ensuring economic viability, and establishing effective governance.
Successful Measures	- Heritage redefined as "cultural tourism." - Collaboration with local communities. - Adaptive reuse of heritage buildings. - Strict guidelines for new constructions. - Hosting conferences for best practices.
Challenges Faced	Distrust in state governments' development priorities. - Perception of foreign cultural influence.
Results	-- Increased resident participation in decision-making. - Contribution of tourism revenues to conservation. - Improved liveability and visitor satisfaction. - Enhanced destination competitiveness.
Lessons	Involve diverse stakeholders for a shared vision. - Use heritage as a quality brand and marketing tool. - Monitor visitor and resident attitudes for policy adaptation



Study 4: Old and New Towns of Edinburgh (United Kingdom)

Question	Old and New Towns of Edinburgh (United Kingdom)
Problem Statement	Edinburgh's World Heritage status was underutilized in tourism promotion. Few businesses incorporated it in their marketing materials, despite its potential as a competitive advantage.
Interventions Taken	The Edinburgh Tourist Action Group, Scottish Enterprise, and Edinburgh World Heritage created the 2010 World Heritage Business Toolkit Kit to educate businesses on using World Heritage status as a promotional tool.
Successful Measures	<ul style="list-style-type: none">- User-friendly toolkit with simple language.- Emphasis on heritage's visitor appeal.- Clear benefits of World Heritage status.- Practical tips for businesses.
Challenges Faced	<p>Reaching diverse businesses.</p> <ul style="list-style-type: none">- Distributing the toolkit cost-effectively.
Results	<p>Increased awareness among businesses.</p> <ul style="list-style-type: none">- Improved visitor experiences.-- Enhanced business performance.
Lessons	<p>Collaborative efforts among stakeholders are effective.</p> <ul style="list-style-type: none">- Use easy-to-understand tools to educate businesses.- Highlight the visitor appeal of heritage to attract tourists.

Policy recommendations and strategies that can facilitate the achievement of SDG 2030 targets for heritage reservation, both in India and globally

- ❖ Strengthening Legal Frameworks
- ❖ Capacity Building and Education
- ❖ Financial Support and Incentives
- ❖ Community Involvement and Empowerment
- ❖ Sustainable Tourism Management
- ❖ Digitization and Documentation:
- ❖ Climate Change Mitigation and Adaptation
- ❖ Global Collaboration and Information Exchange:
- ❖ Public Awareness and Advocacy



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