

VIJAYAWADA

Pact for world class tourism, heritage projects



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Global benchmarking indicators envisaged

To usher in a future of responsible tourism development, the Andhra Pradesh government is relying on productive partnerships. It is in this context that it has signed a tripartite

(SPAV) and the International Institute for the Inclusive Museum (IIIM) which has its hubs in Australia, U.S. and Denmark.

“We are collaborating with the two institutes to foster excellence in 21st century cultural practice, heritage tourism, integrated local area planning and sustainable heritage development,” said Himanshu Shukla, CEO of the AP Tourism Authority, one of the three partners.

Mr. Shukla, Minakshi Jain, Director of SPAV, and Amareswar Galla, Executive Director of IIIM, signed an MoU to this effect.

“Students and faculty of our institute will contribute to the growth of infrastructure in Andhra Pradesh. Their studio work will provide creative solutions in architectural and design planning for projects such as the new capital region development of Amaravati and the old Amaravathi heritage town,” said Prof. Jain.

Demonstration project

The MoU envisages facilitating the initial partnership demonstration project for students and faculty engagement in Amaravathi heritage town with studio work at the SPAV.

Progressively, it would work towards world heritage nominations and other global benchmarking indicators. It would also enable rehabilitation and salvage of valuable heritage from the Polavaram submersible area.