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Buddhist Heritage Tourism

INTERNATIONAL CONFERENCE & MART

1st - 2nd - 3rd Feb 2019 | BANGKOK

PARTNER COUNTRY : THAILAND

PARTNER INDIAN STATES

Andhra Pradesh | Arunachal Pradesh | Bihar | Gujarat
Himachal Pradesh | Jammu & Kashmir | Karnataka
Madhya Pradesh | Maharashtra | Sikkim
North East Region (NER) | Odisha | Uttar Pradesh



Enriching Buddhist Pilgrimage and Tourism Development

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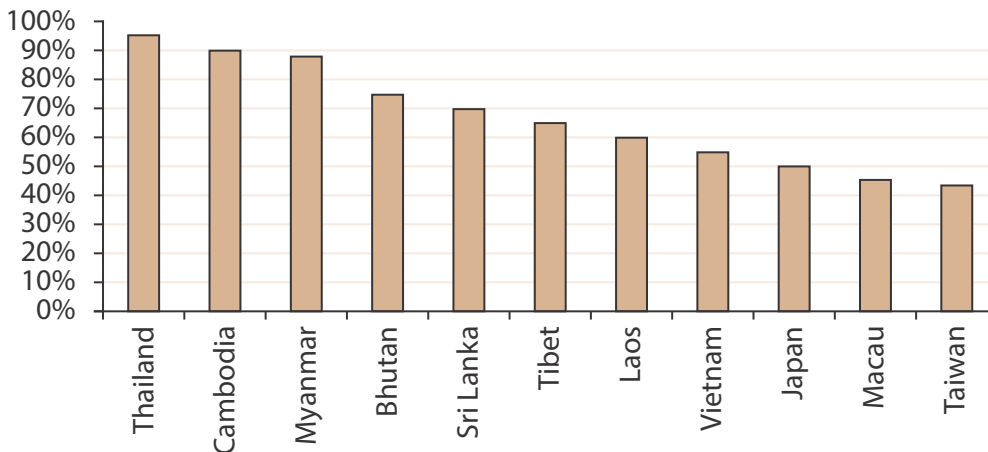
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President Designate - ICSI
Bangkok, Thailand



Global Buddhism Scenario

About 488 million Buddhists worldwide represent 7% of the world's total population, making Buddhism the 4th largest religion in the world. Buddhism has evolved into three major branches: Mahayana, Theravada and Vajrayana. Mahayana, the most widely accepted form, is concentrated in China, Japan, South Korea and Vietnam. Theravada Buddhism, the second-largest branch, is concentrated in countries such as Thailand, Burma (Myanmar), Sri Lanka, Laos and Cambodia. Vajrayana, Buddhism, the smallest of the three major branches, is concentrated in Tibet, Nepal, Bhutan and Mongolia.

TOP TEN COUNTRIES WITH HIGHEST % OF BUDDHIST POPULATION



Source: <http://www.buddhist-tourism.com/countries/india/buddhist-circuits>

ASEAN Buddhism Scenario

Currently, there is around 190-205 million Buddhists in Southeast Asia, making it the second largest religion in the region, after Islam. Thus, around 35 to 38% of the global Buddhist population resides in Southeast Asia.

- Thailand has the largest number of Buddhists with approximately 95% of its population of 67 million adhering to Buddhism, placing it at around 63.75 million.

- Myanmar has around 59 million Buddhists, with 89% of its 66 million citizens practising Theravada Buddhism. Around 1% of the population, mainly the Chinese, practice Mahayana Buddhism alongside Taoism, but are strongly influenced by Theravada Buddhism.
- Vietnam may have a large number of Buddhists, but the Communist government under-reports the religious adherence of its citizens. It has around 44 million Buddhists, around half its population.
- 95% of Cambodia's population adheres to Theravada Buddhism, placing its Buddhist population at around 14 million.
- Malaysia has about 20% of its citizens, mainly ethnic Chinese, with significant numbers of ethnic Thais, Khmers, Sinhalese and migrant workers, practising Buddhism.
- Communist Laos has around 5 million Buddhists, who form roughly 70% of its population.
- Indonesia has around 4.75 million Buddhists (2% of its population), mainly amongst its Chinese population.
- Singapore have around 2 million Buddhists, forming around 33% of their populations respectively.
- Philippines have around the 2% of the total population or around 2 millions. All the important schools of Buddhism are well represented in Philippines although it is predominantly Mahayana School of Buddhism that is practised in the country.
- Brunei, which has the smallest population in Southeast Asia, has around 13% of its citizens and a significant migrant worker population adhering to Buddhism, at around 65,000.



Shwedagon Pagoda in Yangon, Myanmar



Wat Phra That Doi Suthep, Thailand



Kek Lok Si Temple Penang Malaysia



Buddha Tooth Relic Temple

MAJOR BUDDHIST SITES IN INDIA

| | |
|----------------------------|---|
| Arunachal Pradesh | Tawang Monastery, Bomdial Monastery, Urgelling Monastery |
| Andhra Pradesh | Amravati, Nagarjunakonda, Chandavaram, Anupa, Thotlakonda, Bavikonda, Bhattiprolu, Sankaram, Lingalamma, Undawalli Caves, Ghantasala, Salihundam, Bojjannakonda, Phanigiri |
| Bihar | Bodhgaya, Pragbodhi, Barabar Caves, Champanagar, Dona, Ghosrawan, Gurpa, Hajipur, Indasala Caves, Jethian, Kesaria Stupa, Nalanda, Rajgir, Vaishali, Kurkihar, Lauriya Nandangarh, Patna, Bhagalpur |
| Gujarat | Junagadh Baba Pyara Caves, Devni Mori, Rajkot, Kutch, Vadnagar, Vadodara, Sana Caves, Talaja |
| Himachal Pradesh | Rewalsar, Tabo Monastery, Dharamsala, Nako Gompa, Guru Ghantaal Monastery, Kardang Monastery, Lhalung Monastery, Dhankar, Shashur Monastery, Key Monastery |
| Jammu & Kashmir | Hemis Monastery, Lamayuru Monastery, Thiksey Monastery, Spituk Monastery, Zangla Monastery |
| Karnataka | Namdroling Monastery, Bylakuppe, Jangtse Monastery in Mundgod |
| Madhya Pradesh | Sanchi Buddhist Monuments, Deor Kothar, Dharmrajeshwar, Barhut Stupa |
| Maharashtra | Ajanta Caves, Ellora Caves, Aurangabad Caves, Elephanta Caves, Pitalkhora Caves, Bedse Caves, Deekshabhoomi |
| Odisha | Udaigiri, Lalitagiri, Ratnagiri, Deuli Hill |
| Sikkim | Pemayangtse Monastery, Rumtek Monastery, Enchey Monastery, Tashiding Monastery, Sanga Chelling Monastery, Dubdi Monastery, Ralang Monastery |
| Uttar Pradesh | Sarnath, Ashoka Pillar, Chaukhandi Stupa, Dhamek Stupa, Mulagandhakuti Vihara, Sravasti, Kushinagar, Nirvana Stupa, Ramabar Stupa, Mathura, Kaushambi, Prabhosa, Sankassa |

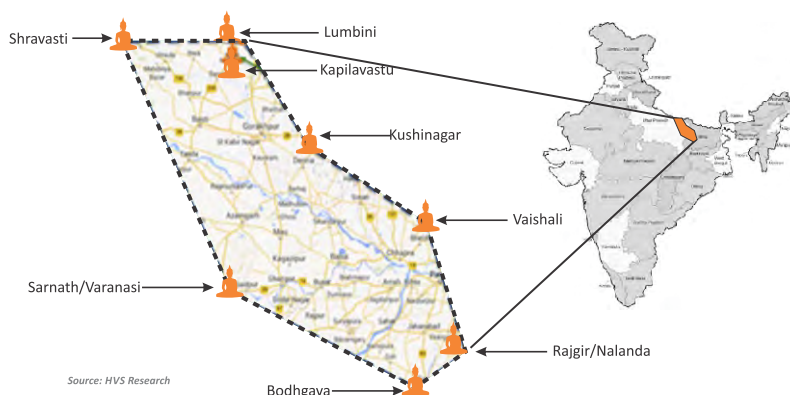
The Ministry of Tourism has identified following three circuits to be developed as Buddhist Circuits in the country with the help of Central Government/State Government/Private stake holders:

Circuit 1 The Dharmayatra or the Sacred Circuit - This will be a 5 to 7 days circuit and will include visits to Gaya (Bodhgaya), Varanasi (Sarnath), Kushinagar, Piparva (Kapilvastu) with a day trip to Lumbini in Nepal.

Circuit 2 Extended Dharmayatra or Extended Sacred Circuit or Retracing Buddha's Footsteps - This will be a 10 to 15 day circuit and will include visits to Bodhgaya (Nalanda, Rajgir, Barabar caves, Pragbodhi Hill, Gaya), Patna (Vaishali, Lauriya Nandangarh, Lauriya Areraj, Kesariya, Patna Museum), Varanasi (Sarnath), Kushinagar, Piparva (Kapilvastu, Shravasti, Sankisa) with a day trip to Lumbini in Nepal.

Circuit 3 Buddhist Heritage Trails (State Circuits).

- i. Jammu and Kashmir - Ladakh, Srinagar (Harwan, Parihaspora) and Jammu (Ambaran).
- ii. Himachal Pradesh - Dharamshala, Spiti, Kinnaur and Lahaul.
- iii. Punjab - Sanghon.
- iv. Haryana - Jind (Assan), Yamunanagar (Sugh).
- v. Maharashtra - Aurangabad (Ajanta, Ellora, Pithalkora Caves), Pune (Karla Caves), Mumbai (Kanheri Caves), Pune (Bhaja Caves) and Nashik (Pandavleni Caves).
- vi. Andhra Pradesh - Amravati, Nagarjunakonda, Vizag (Borra Caves, Salihundum Caves).
- vii. Madhya Pradesh - Sanchi, Satdhara, Andher, Sonari, Murulkurd.
- viii. Odisha (Dhauli, Ratnagiri, Lalitgiri, Udaygiri, Langudi, Khandagiri).
- ix. Chhattisgarh - Sirpur.
- x. West Bengal - Kolkata (Indian Museum)
- xi. Sikkim - Rumtek, Enchay and other Monasteries.
- xii. Arunachal Pradesh - Tawang and Bomdila.



Source: HVS Research

SWOT Analysis of Buddhist Sites/Circuit in India

STRENGTH

- It is "known" to Buddhists
- Well-preserved Buddhist Monument and Buddhist artifacts
- Already established facilities for pilgrims and tourists
- Within reach of major destinations in India

WEAKNESSES

- Limited brand recognition and market reach
- Low standard of tourist-related services and products
- Air, Road and rail infrastructure and services limited
- Lack of wayside amenities.
- Lack of public private people partnership for planning & development.

OPPORTUNITIES

- Potential to attract the large Buddhist population from nearby Asian countries.
- Creating local jobs and incomes.
- Developing local supply chains and income generating opportunities through tourism.

THREATS

- Destruction and pollution of Buddhist heritage.
- Conflict of traditions and practices due to Lack of understanding among locals and pilgrims.
- Compromised visitor safety.



ICSI OBSERVING YEAR 2018 TOWARDS LIVING BUDDHIST LEADERSHIP

SIGNIFICANCE OF BUDDHISM IN 21ST CENTURY,

INTERNATIONAL CONFERENCE TOPIC

- Buddhist Heritage & Pilgrimage
- Preservation & Development Of Buddhist Heritage Sites In India For Promoting Inbound Tourism
- Enhancing Service Industry Entrepreneurial Ventures by Increasing Awareness with Ministry of MSMEs, GoI
- Buddhist Women & Social Entrepreneurship An Innovative Culture & Eco System
- Focusing on Higher Education & Skills Development for Buddhist Pilgrimage with focus on Aviation, Tourism & Hospitality
- Investment Opportunities For Buddhist Pilgrimage Sites Development
- Developing Strategies For Hassle Free Pilgrimage For Devotees
- Innovative Strategies For Buddhist Tourism Infrastructure Development : Adopting Public: Private-people Partnership
- Best Hr Practices Of Lord Buddha For Education & Hrd Through Digital Empowerment
- Branding India As A Buddhist Tourist Destination Across The Globe: Enhancing
- The Role Of Ict, Academic Intervention, Entrepreneurial Opportunities

THEMES FOR DELIBERATION

- Hassle Free Travel for Buddhist Pilgrims.
- Personal Fulfilment And Workplace Harmony.
- Improved infrastructure in terms of Transportation, Accomodation, Accessibility through Air, Road, Rail Transportation for Buddhist Pilgrimage Facilitation & Tourism Development.
- Preservation & Renovation of Buddhist Heritage Sites & Buddhist Literature, Art & Craft in India.
- Provision of Buddhist Pilgrimage Facilitation Services for ultimate Spiritual Solace.
- Development of Entrepreneurship Ventures for local community with the growth of inbound Buddhist Tourism in India through service sector MSMEs.
- Buddhism for Human Harmony for Global Peace.
- Holistic Healthy Living & Preachings of Buddha.
- Ethical Leadership: The Buddha Way.



COURTESY



Ministry of Civil Aviation
Ministry of Road Transport And Highways
Ministry of Railways
Ministry of Textiles
Ministry of Micro, Small & Medium Enterprises
Ministry of Housing And Urban Affairs

State Governments :

Bihar, UP, MP, Maharashtra,
Arunachal Pradesh,
Andra Pradesh, Telangana, Karnataka,
Jharkhand, Chattisgarh, Gujarat

BIMSTEC
MINISTRY OF EXTERNAL AFFAIRS