

**REQUEST FOR ACCREDITATION AS “HERITAGE WALK ORGANISER”**

**DIRECTORATE OF TOURISM**

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## **1. Introduction**

Several destinations in the State of Uttar Pradesh, primarily Lucknow, Agra, Varanasi, Allahabad, Chitrakoot, Ayodhya, Kushinagar etc. bear a rich heritage of sites and cultural experiences. These encompass monuments, religio-cultural and other historical sites, fine and performing arts and crafts, cuisines and lots more. The Government of Uttar Pradesh recognises the significance of imparting a narrative to these circuits through experiential services. This objective will be best served by enhancing the participation of and providing formal recognition to competent individuals and agencies. Uttar Pradesh Tourism intends to accredit organisers of HERITAGE WALKS in the abovementioned as well as other cities, thereby facilitating the ease of conducting such interventions.

## **2. Requisites for “Heritage Walk Organiser”**

The Directorate of Tourism, Government of U.P. (DoT) invites applications from individuals and agencies, hereon termed as “applicant(s)” for accreditation as “Heritage Walk Organiser”. Interested applicants may submit their applications in strict accordance with the conditions, criteria, submission details and standard format specified in this application. The area of expertise of applicants should be:

- History and Archaeology
- Epigraphy and Linguistics
- Folk, Tradition and fine and performing arts
- Heritage Conservation, Restoration, Renovation, Management and Interpretation
- Sculpture, Iconography, Temple Architecture
- City Planners and Landscape architects
- Anthropology and Sociology
- Tourist Infrastructure and Services Development
- Management of Tourist Services
- Museums

## **3. Scope of Work**

The applicant would, upon accreditation, be mandated to:

- Establish and operate interactive online systems, either in the form of a website, microsite or presence on prominent social media for tourists to acquire information including contents and schedules, register their interests and for grievance redress.  
(The digital presence would be validated by Directorate of Tourism through a notified listing.)
  - Compile and produce a knowledge collateral pertaining to the organised heritage walk, either in hard copy or digitally, or both.  
(Enriching knowledge collaterals through multimedia usage shall be the applicant’s discretion.)
  - Conduct heritage walks in accordance with the approved plans, in Hindi and in English.  
(Providing additional language interpretation services shall be the applicant’s discretion.)
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- Through a quarterly report, inform the DoT of the status of heritage walks in terms of:
  - Subscriptions and footfalls
  - Tourist feedback
  - Significant incidences
  - Heritage Walk up-gradation plans (if any)
  - Strategic feedback and recommendations to DoT with regard to Heritage Walks
  - Other important updates

#### **4. Conditions**

- This accreditation is mandatory for all applicants interested in conducting heritage walks in the state of UP.
  - The accreditation is subject to DoT’s approval of a proposal submitted by the applicant as a part of the Format specified in the Annexure:
    - Heritage walk plans
    - Services to provided
    - Conditions applied (Norms and rules for participation, limits to organiser’s liability, etc.)
  - The accreditation shall be valid for a period of two years from the date of accreditation and is subject to renewal if all the criteria are met.
  - The documents shall be compiled and submitted by the applicant in English language only.
  - The applicant, upon accreditation, shall have at least one representative permanently stationed in the city within which he has been accredited to organise heritage walks. The representative’s contact details shall be shared with DoT, and he shall have to make himself available as deemed necessary and intimated by DoT.
  - This system of accreditation shall not include, or accommodate any requests for, financial assistance in the form of exemptions or reimbursements.
  - Accredited Heritage Walk services will mandatorily be co-branded with DoT under the brand “*Uttar Pradesh – UP nahin dekha to India nahin dekha*”
  - Legal liabilities of the accredited applicant, albeit in the course of conducting the accredited service, shall not be shared by DoT under any condition.
  - The accredited applicant may apply for accreditation to conduct Heritage Walks in a maximum of two cities in the state.
  - An accredited applicant stands to lose his accreditation if he fails to conduct heritage walks in accordance with the approved plans for two months. DoT reserves the right to inspect any walk at any point of time. In such case, he will be mandated to re-apply for such accreditation.
  - DoT reserves the right to cancel the accreditation of an accredited applicant, and even barring an applicant from seeking accreditation and / or organising heritage walks in any of the city in Uttar Pradesh, for reasons that shall be communicated to the applicant, who shall consequently reserve the right to submit one representation in response to the action of DoT.
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- DoT may reject any or all applications and may annul the process of accreditation at any stage without assigning any reason whatsoever.

## **5. Qualification Criteria**

- The applicant / executive head of the applicant agency must have graduated in a relevant discipline among those indicated in **paragraph 2**.
- The applicant must not have any pending legal case or liability, including a complaint filed under Consumer Protection Act 1986, on him.
- The applicant must have the prior experience of conducting heritage walks or guided tours in at least one destination in India, for a minimum continuous duration of six months, in the last three years.
- The DoT reserves the right to inspect any labelled documentary and photographic evidences submitted by the applicant at any point of time.

## **6. Communication and Submission Details**

The application with requisite documents (as mentioned in the Annexure) should be submitted in hard copy to the office mentioned below either by post / courier or applicant authorized in-person delivery in a sealed envelope clearly superscripted as “**Application for accreditation as “Heritage Walk Organiser”**” on or before 17:00 hours IST, 17<sup>th</sup> July 2018.

**Directorate of Tourism, Uttar Pradesh**  
**Paryatan Bhawan, C-13,**  
**Vipin Khand, Gomti Nagar,**  
**Lucknow – 226010.**

Queries pertaining to this application may be directed to the following official:

**Ms. Preeti Srivastava**  
**Deputy Director**  
**Directorate of Tourism**  
**Phone: +91 9452856827**

## 7. Annexure: Application Form for accreditation as “Heritage Walk Organiser”

<b>Applicant’s Profile:</b>	
<b>Name of the Agency / Individual Organiser</b>	
<b>Educational Qualification of the executive head of the Agency / Individual Organiser</b> Kindly enclose self-certified copies of the relevant certificate	
<b>Postal Address</b>	
<b>Phone / Mobile Number</b>	
<b>E-mail ID:</b>	
<b>Brief Profile / Resume</b> Kindly include details of website / social media presence Kindly enclose self-certified copies of: <ul style="list-style-type: none"><li>• Formal certification (incorporation, registration, awards, etc.), if any</li><li>• PAN / TAN card</li></ul>	
<b>Applicant’s Prior Experience or organising guided tours / heritage walks</b>  Please enclose labelled documentary and photographic evidences	<b>Experience 1:</b> Name of tour: Destination: Start Date: End Date: (may be ongoing) Brief Description:  <b>Experience 2:</b> Name of tour: Destination: Start Date: End Date: (may be ongoing) Brief Description:  Experience __
<b>Applicant’s Heritage Walk Proposal:</b>	
<b>City 1:</b>	

The plan, including constituents and route	
Services to be provided, including interpretation, F&B, transportation to and from route points, etc.	
Detailed Pricing (if available)	
Conditions applied(Norms and rules for participation, limits to organiser’s liability, etc.)	
<b>City 2: (if any)</b>	
The plan, including constituent experiences and route	
Services to be provided, including interpretation, F&B, transportation to and from route points, etc.	
Detailed Pricing (if available)	
Conditions applied (Norms and rules for participation, limits to organiser’s liability, etc.)	