



CALL FOR REGISTRATION

Certificate Course on Heritage Tourism Management

(A Five-Day Management Development Programme)

*Organised by Nalanda University, Rajgir, in collaboration with the
Department of Tourism, Government of Bihar*

About the Programme

Bihar occupies a distinguished place in the history of Indian civilization. For millennia, it has served as one of the foremost centres of intellectual inquiry, cultural creativity, and social transformation, giving birth to ideas, institutions, philosophies, rituals, and traditions that have greatly shaped the cultural and intellectual history of India and Asia. It was from this historic landscape that Buddhism and Jainism flourished, imperial polities emerged, and renowned centres of learning attracted scholars, monks, pilgrims, and travellers from across the world.

Among its most celebrated heritage destinations are Nalanda, Rajgir, and Bodh Gaya, which together form the cultural heart of the ancient Magadha region and continue to attract visitors, pilgrims, researchers, and students from across the globe. For centuries, pilgrims and scholars from throughout Asia and the world journeyed to these sacred centres in pursuit of learning, pilgrimage, and spiritual fulfilment, making Bihar a crossroads of civilizational exchange and cultural dialogue.

The landscape of this region is also exceptionally rich in both tangible and intangible cultural heritage. A large number of ancient monasteries, temples, stupas, forts, inscriptions, sculptures, archaeological mounds, sacred hills, caves, reservoirs, and historic routes collectively preserve an unbroken record of the region's historical evolution. Equally significant are the living traditions sustained by local communities through festivals, fairs, pilgrimage practices, oral narratives, music, performing arts, crafts, and the vibrant folk culture of Magadha. Traditional products such as the renowned Silao Khaja and the Nepura 52-Booti Saree, both recognised with Geographical Indication (GI) status, together with local weaving traditions, village crafts, and seasonal fairs, continue to enrich the cultural identity and tourism potential of the region.

The increasing recognition of Bihar as a global heritage destination calls for professionally trained tourism personnel capable of interpreting its heritage with historical accuracy, cultural sensitivity, and contemporary management skills. Heritage tourism today requires much more than site-based information; it demands informed interpretation, effective communication, visitor engagement, responsible tourism practices, and an appreciation of the interconnected natural, cultural, and living heritage of the region.

In response to this need, Nalanda University, Rajgir, in collaboration with the Department of Tourism, Government of Bihar, is organising the Five-Day Management Development Programme (MDP): Certificate Course on Heritage Tourism Management. The programme is primarily designed for tourist guides and tour operators working across the Nalanda–Rajgir–Gaya–Bodh Gaya heritage circuit, while also welcoming tourism professionals, hospitality practitioners, museum personnel, heritage managers, students, researchers, entrepreneurs, and other stakeholders engaged in the heritage and tourism sectors.

The programme integrates heritage studies, tourism management, heritage interpretation, storytelling, communication, conservation, and field-based learning. It seeks to develop a new

generation of heritage professionals equipped with the scholarly understanding, practical skills, and professional competence required to interpret, conserve, promote, and manage Bihar's extraordinary cultural heritage responsibly, thereby contributing to sustainable tourism development and the preservation of the region's living civilizational legacy.

Course Description

The programme combines classroom instruction with case-study analysis, field visits to major heritage sites, storytelling and communication workshops, role-play exercises, a photography tour, and documentary film screenings. The curriculum is organised around three integrated modules, complemented by an experiential-learning component and framed by an inaugural session and a valedictory ceremony. The major components are as follows:

- Inaugural Session and Introduction to the Programme
- Module I — History and Heritage
- Module II — Tourism Management and Marketing
- Module III — Communication and Language
- Immersive and Experiential Learning — Field Visits, Guided Tours, and Film Screening
- Valedictory Ceremony and Award of Certificates

Eligibility and Participant Profile

The programme is open to a broad cross-section of applicants, viz. Tour guides, Tour operators, homestay managers, Tourism professionals, etc. The minimum eligibility for the programme are set out below.

Applicants should satisfy one or more of the following criteria:

- Be currently engaged in the tourism, hospitality, heritage, archaeology, museum, culture, or allied sectors.
- Be registered or recognised by the **Department of Tourism, Government of Bihar, India Tourism (Ministry of Tourism, Government of India)**, or any other recognised tourism accreditation, certification, or professional body.
- Hold a valid Tourist Guide, Heritage Guide, or Tour Operator certification issued by a competent authority, wherever applicable.
- Possess a minimum educational qualification of 10+2 or equivalent from a recognised Board or Institution. Graduates and postgraduates from any discipline are especially encouraged to apply.
- Demonstrate a keen interest in heritage interpretation, cultural tourism, visitor management, or sustainable tourism practices. (Desirable)

Preference may be given to applicants who are actively involved in guiding, heritage interpretation, destination management, or tourism services within the Nalanda–Rajgir–Gaya–Bodhi Gaya heritage circuit, while applications from other regions and allied sectors are also welcome, subject to the availability of seats.

Fee and Payment

- **No course fee** shall be charged from day scholars and in-house participants from the University.

- **Course Fee: ₹2,500/- (Rupees Two Thousand Five Hundred only) per participant** for those opting for on-campus accommodation and residence facilities, inclusive of food and lodging for the duration of the programme. Participants need to indicate in the form while registering for the course.
- The fee is payable upon confirmation of selection. Details of the payment method will be communicated to selected participants along with their registration confirmation.

Attendance and Certification

Certification is contingent upon active engagement. Participants who satisfy the following requirements shall be awarded the Certificate of Completion by Nalanda University:

- 100% attendance required in all the scheduled sessions;
- Assessment and Evaluation at the end of the programme through MCQ-based questions
- Feedback form at the end of the programme

The Certificate of Completion shall be presented by the Hon'ble Vice-Chancellor of Nalanda University at the Valedictory Ceremony to be held on the concluding day of the programme.

How to Register

Interested candidates may register themselves by clicking on the given link:

<https://forms.gle/NGpGAPpiDbxu7uhq5>

Important Dates

- **Last Date for Registration:** 24 July 2026
- **Programme Dates:** 25–29 July 2026 (Five Days)
- **Valedictory Ceremony and Certification:** 29 July 2026

Contact

Nalanda University, Rajgir.

Nalanda University