

**TOURISM ASSETS BANK:
 INDICATIVE TEMPLATE AND GUIDANCE TO STATES / UTs**
 May 2024

1. In collaboration with States / UTs, Ministry of Tourism is embarking to build a national **Tourism Assets Bank** to capture the tangible, intangible, and natural tourism assets of India. The idea is to build a bank of everything that may have **tourism value or be of tourist interest** in the country.
2. This bank will then be used to develop content around the assets, improve the assets, market, promote, and package the assets through stories, activities, and experiences to attract tourists – thereby providing a boost to Indian tourism from bottom up through its lesser-known gems and wonders.
3. States / UTs are requested to fill the Tourism Assets Bank template **for each of their districts**. That is, every district of a State / UT will have a Tourism Assets Bank of its own.
4. States / UTs are requested to consult **local stakeholders** in every district while filling the template for the Assets Bank.
5. Developing the Assets Bank will involve States / UTs **listing and providing brief descriptions of their Tourism Assets across 17 categories** provided by Ministry of Tourism for each of their Districts. **Indicative themes to assist listing and descriptions** have also been provided.
6. It is encouraged that the brief description have **textual information about the asset, location of the asset**, and certain **facts / aspects / features** of the asset that make it unique and distinct from a tourism perspective. It is **mandatory for the description of the Asset to have facts, aspects, and features that make it unique from a tourism point of view**.
7. States / UTs are encouraged to follow the template for obtaining a sense of direction and for ease in mapping of tourism assets. In this context, States / UTs are also requested not to be bound by the template entirely. **Assets / stories / experiences / facets which have tourism value and don't fall into any of the following categories may also be listed separately**.
8. States / UTs are requested to make their district-wise Asset Banks **as exhaustive as possible**.
9. The template to fill information on the Assets Bank has been provided in Annexure-1 to this guidance note. The table below provides details of the 17 asset categories and indicative themes for each.

S.No.	Asset Category	Indicative themes for listing and descriptions as per District
1.	Ancient Tangible Heritage	List and brief descriptions of cave paintings
		List and brief descriptions of rock sculptures
		List and brief descriptions of archaeological findings – antiquities, epigraphs, artefacts, objects
		List and brief descriptions of ancient monuments

S.No.	Asset Category	Indicative themes for listing and descriptions as per District
		List and brief descriptions of sites / remains of ancient monuments
		List and brief descriptions of ancient Temples, Churches, Mosques, etc.
		List and brief descriptions of forts, palaces & tombs
		List and brief descriptions of heritage gardens, stepwells / <i>baolis</i>
		List and brief descriptions of ancient trails and trade routes
		List and brief descriptions of ancient & historical markets
		List and brief descriptions of structures that represent major landmarks and moments in history
		List and brief descriptions of buildings / sites with unique historical architectural styles
		List and brief descriptions of locations / sites of historical, folklore, mythological and cultural importance
		Any other ancient tangible heritage
2.	Collections & Antiquities	List and brief descriptions of art galleries
		List and brief descriptions of libraries
		List and brief descriptions of archives
		List and brief descriptions of museums
		Any other place with a collection of items of tourism value
3.	Performing & Visual Arts	List and brief descriptions of dance forms
		List and brief descriptions of theatre forms
		List and brief descriptions of folk performances
		List and brief descriptions of oral renditions
		List and brief descriptions of musical styles
		List and brief descriptions of musical instruments
		List and brief descriptions of puppetry forms
		List and brief descriptions of magic arts
		List and brief descriptions of martial arts
		List and brief descriptions of unique visual artworks
		List and brief descriptions of visual art styles
		Any other performing & visual art form of tourism value
4.	Festivals	List and brief descriptions of cultural festivals
		List and brief descriptions of religious festivals
		List and brief descriptions of local fairs
		Any other festival / fair of tourism value
5.	Crafts	List and brief descriptions of handicrafts
		List and brief descriptions of handlooms & weaves
		List and brief descriptions of traditional toys
		List and brief descriptions of local souvenirs
		List and brief descriptions of unique objects made with local design
		Any other item made locally by hand with tourism value
6.	Cuisine	List and brief descriptions of local food items, delicacies, and combinations
		List and brief descriptions of unique ways of cooking

S.No.	Asset Category	Indicative themes for listing and descriptions as per District
		List and brief descriptions of unique ingredients
		List and brief descriptions of unique vessels used in food preparation
		List and brief descriptions of festival & ritual specific foods
		List and brief descriptions of sweets & desserts
		List and brief descriptions of drinks – hot, cold, alcoholic, and non-alcoholic
		List and brief descriptions of local aromas and perfumes
		Any other local food item / preparatory method with tourism value
7.	Wellness	List and brief descriptions of traditional medicines & mixtures
		List and brief descriptions of Ayurveda, Unani, Siddha medicines / combinations made locally
		Any other local item / experience with an objective to provide wellness and comfort
8.	Stays	List and brief descriptions of unique stay and accommodation options rooted in local culture and traditional practices
9.	Language & Literature	List and brief descriptions of unique literary forms
		List and brief descriptions of unique local literature connected to the place – prose, poetry, drama, etc.
		List and brief descriptions of unique dialects and interesting facts about them
		Any other local language related story / fact / literature that has tourism value
10.	Sports & Games	List and brief descriptions of traditional sports and tournaments
		List and brief descriptions of local leisure and recreation games
		List and brief descriptions of traditional board games
		Any other leisure / sports activity of tourism value
11.	Villages, Tribes, & Communities	List and brief descriptions of unique customs & rituals followed by native population
		List and brief descriptions of unique stays and architectural styles followed by native population
		List and brief descriptions of unique food items of native population
		List and brief descriptions of unique facts and stories of native population
		List and brief descriptions of expression forms of native population – festivals, dances, arts, etc.
		Any other fact of native population that has tourism value
12.	Natural Assets	List and brief descriptions of all pristine natural landscapes – hills, waterfalls, valleys, gardens, dams, plantations, farms, wetlands, lakes, etc.
		List and brief descriptions of national parks, wildlife sanctuaries, reserves, etc.

S.No.	Asset Category	Indicative themes for listing and descriptions as per District
		List and brief descriptions of wildlife present in the form of animals, birds, reptiles etc.
		List and brief descriptions of treks and nature trails
		List and brief descriptions of rare flora / rare wildlife present
		Any other natural facet present that has tourism value
13.	Adventure	List and brief descriptions of all possible adventure tourism activities
14.	Famous personalities	List and brief descriptions of social workers, Padma Awardees, celebrities, other noteworthy persons, etc. born in district
15.	Interesting & unique details	List and brief descriptions of any other interesting facts of district / parts of district
		List and brief descriptions of any other interesting stories of district / parts of district
		List and brief descriptions of interesting local folklore and heroes of district
		List and brief descriptions of interesting moments in history associated with the place
		Any other interesting fact / trivia / happening
16.	List of local storytellers for Stories of India Podcast by Ministry of Tourism	List and contact details of specific individual experts and storytellers who can narrate the story of the District along with it's social, cultural, historical, and modern nuances. These individuals will be contacted by Ministry of Tourism for recording a podcast episode around the above aspects of the District.
17.	Current things to do / places to visit / experiences available for tourists in district	List and brief descriptions of all possible things to do for tourists in district currently

Annexure 1 follows below.

Annexure-1

Template for State / UT Districts to fill Tourism Assets Bank

District Name: _____

Asset Category No.	Asset Category Name	Theme Name	Asset No.	Asset Name	Brief Description (textual information on asset, location of asset, facts / facets / aspects that make asset unique from a tourism perspective)
(1-17)	<Asset Category Name as provided in Guidance Note>	As per themes provided in Guidance Note	(1- how many ever)	<Asset Name>	<Brief description on asset>
(1-17)	<Asset Category Name as provided in Guidance Note>	As per themes provided in Guidance Note	(1- how many ever)	<Asset Name>	<Brief description on asset>
(1-17)	<Asset Category Name as provided in Guidance Note>	As per themes provided in Guidance Note	(1- how many ever)	<Asset Name>	<Brief description on asset>

Table goes on...