

## **Safeguarding Cultural Heritage through Tourism– A Special Reference to “RAMAPPA” UNESCO World Heritage Site**

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Safeguarding both intangible and tangible cultural heritage is a crucial challenge in the modern era. One such example is the Ramappa Temple in Telangana, India, which gained UNESCO World Heritage status in 2021. It is a responsibility to safeguard heritage and pass it on to future generations. This study explores how tourism contributes to the preservation and sustainable development of the Ramappa heritage site, and how it positively influences on the local community. “Ramappa” Tourism helped the Monument development and livelihood for community, by giving employment opportunities, and using ecosystem which finally gave way for protecting cultural heritage which goes on to future generations. The study was a comparative survey, gathering qualitative and quantitative data from local residents, stakeholders, and tourists, both before and after the UNESCO recognition. According to 2011 census Palampet village population was 1925 people. To collect data, a one-on-one survey with 9 participants, along with an online survey was conducted. It was observed that, during the post-UNESCO recognition, there was a significant increase in India government funding and tourism-related income. Local communities benefited from employment opportunities in restoration and tourism services. Cultural activities such as traditional performances and handicrafts experienced a revival, showcasing the Kakatiya heritage. It is recommended that similar heritage sites adopt tourism-based conservation models with active local participation and consistent funding to ensure sustainability. The local communities got employment in all forms i.e., renovation, roads construction, etc. Further, they were given the opportunity to share their great Kakatiya culture. The local sections expanded exposing the earlier traditions and customs of music, drama plays by which continued to grow day by day taking it to future generations. Accordingly, it was seen that Ramappa site with the help of tourism became profitable for its development. These results indicates that cultural heritage sites combining tourism render a profound positive outcome, increasing tourism and the income generated was used for the development which passes to future generations as a tangible site. The study concludes that amalgamating tourism with heritage conservation can lead to sustainable development, community empowerment, and long-term cultural continuity; “Preserving the Past, Inspiring the Future.”

*Keywords: Cultural heritage; Ramappa; Tourism; UNESCO*