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Ministry of Tourism

Government of India

HIMALAYAN TOURISM

21ST FEBRUARY 2014



Knowledge Partner:

PHD Chamber of Commerce and
Industry and Roots Research Pvt. Ltd.

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About PHD Chamber

PHD Chamber of Commerce and Industry, established in 1905, is a vibrant and proactive representative organization of business and mercantile community of Northern and Central India. The Chamber lives by the chosen motto of 'In Community's Life & Part of it'.

This apex regional organization plays a proactive role in India's development and acts as much needed link between government and industry. It acts as a catalyst for rapid economic development and prosperity of community in the region through promotion of trade, industry and services. Our focus areas are Infrastructure, Industry Policy, Education & Skill Development, Health & Rural Development & Agribusiness.

The Chamber caters to the business, economical and social interests of the 12 States of Bihar, Chhattisgarh, Delhi, Haryana, Himachal Pradesh, Jammu & Kashmir, Madhya Pradesh, Punjab, Rajasthan, Uttar Pradesh, Uttarakhand, Jharkhand and the Union Territory of Chandigarh. The Chamber Comprises of over 1600 members as its direct members.

PHD Chamber provides an excellent forum to industries for getting their problems addressed by and suggestions put up to relevant government authorities at the Central and State level, through focused interactions with the Government officials and submission of memoranda and representations.

PHD Chamber produces well researched background papers on topical issues to initiate informed debate and discussion. It has a strong global linkages build up through over 60 MoUs with foreign bodies.

To discharge its social responsibility, the Chamber has two voluntary organizations, namely PHD Rural Development Foundation (PHDRDF) & PHD Family Welfare Foundation (PHDFWF) for fulfilling its commitments to the cause of socio-economic development and to promote the role of corporate sector for the upliftment of rural masses.



SHARAD JAIPURIA

President

**Message**

The theme of the “3rd India Heritage Tourism Conclave” organised at New Delhi on February 21, 2014 by PHD Chamber of Commerce and Industry with the help and support of Ministry of Tourism, Government of India is to promote tourism in India. The idea behind taking Government of India as a partner is to focus on showcasing the unexplored destinations and huge untapped tourism potential of the Himalayan States.

PHD Chamber of Commerce and Industry is a dynamic and vibrant organisation representing the business community of Northern and Central India. It aims to provide a platform to boost industrial growth and serve various segments of the economy and the policymakers alike.

The conclave is another such endeavour to bring all the relevant stakeholders under one roof to deliberate and discuss the issues that concern the overall Tourism industry in India. The Central Tourism Board has been a great support to the Chamber for this conclave and we are certain that the framework and action plan that will emerge from this programme will be indispensable to everyone involved.

This conclave will yield a plethora of innovative and thought-provoking solutions to existing problems, as well as, new avenues that the industry could set forth upon. I commend all those who have worked tirelessly to put this conclave together and I wish it the best of luck and I am certain it will be a grand success.

(Sharad Jaipuria)



Message



**Executive Director
PHD Chamber of Commerce and Industry**

I am delighted that the PHD Chamber of Commerce and Industry is organizing the "**3rd India Heritage Tourism Conclave**" on 21st February, 2014 in New Delhi.

India has emerged as one of the most favoured tourism destinations with its state-of-art infrastructure. The nation has immense potential to accelerate socio- economic development. In keeping with the success of 1st and 2nd Heritage Tourism Conclave, PHD Chamber is pleased to offer the very same platform yet again for Industry Leaders and Government representatives to promote the Tourism in India.

Experts see India as a robust functioning democracy with an inbuilt ability to correct itself and move forward. Moreover, the idea of inclusive growth is finally gaining recognition in political as well as on corporate fronts. The futuristic initiatives have generated a conducive ecosystem for setting up advanced infrastructure.

I hope that this endeavor will go a long way in promoting the Heritage Tourism in country and change the image of Indian Himalayan States also to a round the year tourist destination.

I wish the conclave a grand success.

A handwritten signature in blue ink, appearing to read 'Saurabh Sanyal', written over a horizontal blue line.

(Saurabh Sanyal)





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MESSAGE

I am happy to be a part of the 3rd India Heritage Tourism Conclave that is being organized by PHD Chamber of Commerce Industry on February 21, 2014.

The Himalayas provide an opportunity for round-the-year tourism because of their many attractions ranging from rich flora and fauna to biodiversity hotspots, high altitude peaks to beautiful lakes, from varied culture to spirituality. PHD being a well-known industry chamber, it has recognized this potential and has taken the initiative to work towards the promotion of the natural heritage of the Himalayas.

I hope that this endeavour will prove to be rewarding and I wish this conclave all success.

January 28, 2014

(Parvez Dewan)



Table of Contents

S. No	Content	Page
1	Introduction	3
2	Executive Summary	11
3	Heritage Tourism, Mountain Tourism Himalayan Tourism	15
	Indian Himalayan States	19
4	State Tourism-Steps and Policies	20
	4.1 Uttarakhand	21
	4.2 Himachal Pradesh	24
	4.3 Arunachal Pradesh	26
	4.4 Manipur	27
	4.5 Nagaland	27
	4.6 West Bengal	28
	4.7 Sikkim	29
	4.8 Mizoram	30
	4.9 Tripura	30
	4.10 Assam	32
	4.11 Jammu & Kashmir	33
5	Bibliography	35



EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

With 28 world heritage sites, 25 bio-geographic zones and a big coastline; India offers a variety of attractions to tourists such as adventure, rural, wildlife and heritage tourism.

India holds tremendous potential in terms of a tourist destination both from inside & outside. This potential is evidently palpable both in terms of overall development & growth of our economy. Tourism is a multi-billion industry in India & promises to mature into a more lucrative one. With its profitable linkages with other industries like transport, hotel etc., its impact is now directly reaching out to other vital areas like education, health, finance etc. Today, the tourism industry is not only being measured in terms of number of tourist arrivals but its impact is assessed pertaining to the inclusive growth it has fostered.

The domestic tourism industry in India is growing at an exponential pace. The official figures periodically recorded & shared by the Ministry of Tourism, India exhibits an uninterrupted growth story in the domestic tourism sphere. According to the latest figures released by the ministry, the number of domestic tourist visits to states/UTs recorded a growth of 19.87% from the year 2011 to 2012. The same growth percentage was recorded as 15.6% from 2010 to 2011. In addition, the yearly figures shared by the ministry of total number of domestic travelers to states/UTs are 1036 million, 865 million & 748 million for the years 2012, 2011 & 2010 respectively.

The international tourism industry in India has also shown healthy growth, foreign tourists arrivals were at 21 million in 2012, expected to witness an annual growth rate of 6.2% over the next decade, which happens to be more than what is expected in other developed economies. Apart from the other aspects that go in for the growth of the International Tourism in India. The key growth drivers for International arrivals was the diverse offerings by India, policy and infrastructural support by the government such as simplification of visa procedures and the tax holidays for the hotels.

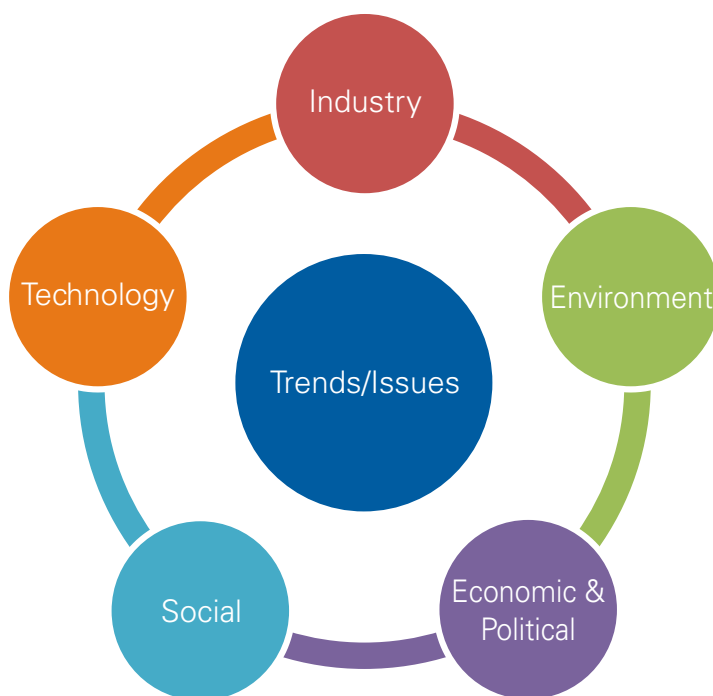
Himalayas have always held a very special place in the eyes of the foreign and the domestic tourists. With the change in the demographic dividend in India the youngsters prefer to go for adventure tourism, the states which are touching the Himalayas are able to provide all that they need. For the aged tourists in India they provide religion and heritage value. It makes lot of sense to promote Himalayan Tourism as separate offer.

Source: Ministry of Tourism, India



FACTORS AFFECTING TOURISM INDUSTRY

Tourism can be influenced by multiple factors, both domestic & foreign, which can impact the sustainability of this industry. These factors need not be under the direct control of the sector and commonly constitute the issues concerning the tourism sector. Understanding of such factors, if they are negative in nature, is important so that adequate & effective measures can be taken in the time of need.



Source: Roots Research Pvt. Ltd.



BENEFITS OF TOURISM

Deriving inference from the growth story of other popular tourist destinations across the globe, we can see that domestic tourism paves the way for promoting international tourism but to derive the full benefit of tourism by any country the domestic tourism and the international tourism should work in tandem. The intent to create activities around certain regions which then can draw tourist traffic to India, is what the Ministry of Tourism is trying to do to promote Himalays as a destination around which lot of products can be created. Certain advantages of domestic tourism which not only proves beneficial for the economy of the country but also prepares it to handle international tourism inflow efficiently are:

Advantages	Perceived Benefit
Infrastructure Growth	With rising numbers in domestic tourists & their rising buying capacity, new accommodations are on the rise. These also include 3 star accommodations for matching the profile of visitors. Eventually, they would impact matching the affordability profile of international travellers as well. In addition, due to domestic tourism health, financial, social etc. infrastructure profile of the area also grows.
Inflow of new ideas	Tapping the potential of the domestic tourism market, the promoters are always coming up with novel & unique ideas to further boost this industry. This would help to prepare attractive models for the foreign tourists as well.
Economic Boost in non foreign tourist arrivals season	In times of lean season, where foreign tourist arrivals are less, domestic tourism industry helps to convert this industry into a permanent one.
Environment	With Eco-Tourism popularly rising among domestic travellers, the local flora & fauna of a habitat are being preserved & developed.
Social Inclusion	Tribal Tourism, Rural Tourism etc. are products which are again taking marketers to the rural areas, therefore, providing boost to such areas in terms of economy & exposure



HERITAGE, MOUNTAIN & HIMALAYAN TOURISM



HERITAGE TOURISM

Living culture, history and the natural history of place that the communities value and are projections for the future are the elements of Heritage Tourism. It connects the past with the future in a seamless fashion. It keeps communities centered to the roots. These elements if harnessed properly for the purpose of tourism they can contribute to the pride, stability, growth and economic development.

Heritage tourism helps make historic preservation economically viable by using historic structures and landscapes to attract and serve travelers. Heritage tourism can be an attractive economic revitalization strategy, especially as studies have consistently shown that heritage travelers stay longer and spend more money than other kinds of travelers. As an added bonus, a good heritage tourism program improves the quality of life for residents as well as serving visitors.

The National Trust defines heritage tourism as *“traveling to experience the places, artifacts and activities that authentically represent the stories and people of the pas,”*

Heritage tourism can include

- cultural,
- historic
- natural resources

There are also lots of commercial benefits of the heritage tourism as these travelers:

- They spend more money than the other travelers
- They stay longer than the other travelers



MOUNTAIN TOURISM

Since time immemorial mountains have surprised and inspired everyone because of their invincibility. They have fascinated by their enormity, remoteness and inaccessibility.

Even today the travelers get attached by its various elements:

- clean air
- diverse landscapes
- rich biodiversity and
- unique cultures

When it come world tourists numbers, 20% of the tourists travel to the mountain areas and it is increasing rapidly.

Mountain tours may last hours, days or weeks and can involve a range of land, snow and fresh water based activities.

The elements that the mountain tours encompasses are:

1. **Nature Walks:** The best way to experience the mountain flora, fauna and landscape is to conduct walks that help the tourist to view, interact with and learn about the wild life that is present. In this the tourist is part of the whole eco-system. The unexpected encounters that happen actually are sought after as they create a great value for the exquisite tourists. The entire backdrop can change depending upon the time of the day, season. India being a predominantly tropical country the mountains do offer a lot of snow based activities which helps in generating income during the summer months for the regions.
2. **Land Based Adventure Activities:** The activities that include cycling, mountain biking, quad biking, horseback riding, canyoneering, rock climbing, ice climbing, hang gliding and caving and typical to a mountain.
3. **Freshwater-Based Recreational Activities:** The activities that include river tours, canoeing, sailing, windsurfing, kite surfing, kayaking, rafting and fresh water fishing lend a very different dimension to the experience o f the tourist.
4. **Snow Dependent recreation Activities:** Mountains offer a range of activities during the snow season such as cross country, downhill and glaciers skiing, , snow-scoot ring , snow boarding, snow shoe walking and sledding.



HIMALAYAN TOURISM

Himalayas is the most preferred destination among the adventure traveler. From thick forests to lush valleys, from tropical jungles to mighty hills, from different species of flora and fauna to romantic weather, Himalayan ranges have it all. Himalayas have high mountain ranges, deep valleys, variety of vegetation from dense forests of the lower foot hills to alpine and sub-alpine vegetation in the higher reaches and from the rain forest of the east to the desert vegetation in the barren Trans Himalayas. For the tourists that treks are great and the journey along the highest road of the world are out of the world experience.

Himalayas cover entire north part of India which includes states – J & K, Uttarakhand, Himachal Pradesh, Sikkim & North Eastern Seven Sisters (Assam, Arunachal Pradesh, Nagaland, Manipur, Tripura, Meghalaya & Mizoram).

“777 days of the Himalayas” - Campaign by Ministry of Tourism

Ministry of Tourism has realized the potential of Himalayas as a very important region in our country to attract international tourists and at the same time attract the young domestic tourists for the adventure tourism that they are attracted towards and the elders who are attracted to the heritage tourism that the Himalayas offer because of their position in our culture.

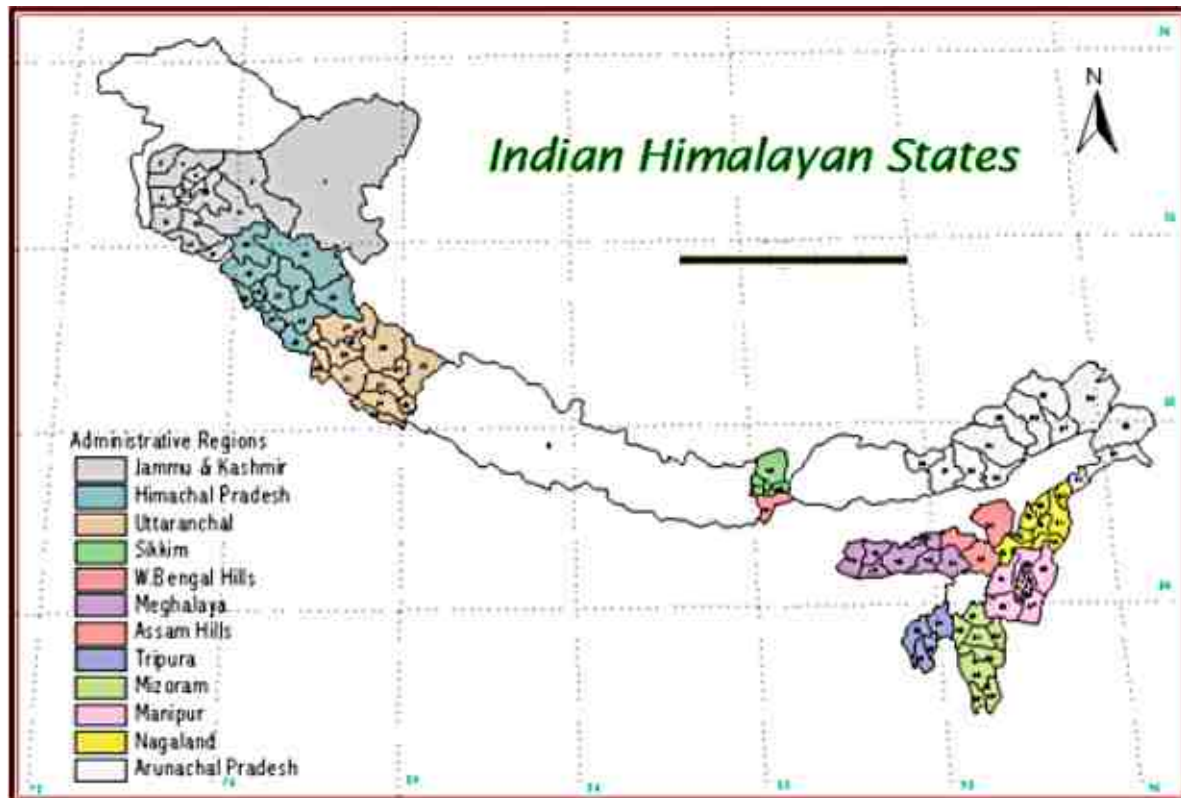
Shri K. Chiranjeevi, Union Minister of Tourism, last year on 27th September, 2013 on the occasion of World Tourism Day, announced the launch of a new campaign to publicize the tourism potential of the Himalayas and promote this incredible tourist product internationally.

The campaign named as “777 days of the Himalayas”, the campaign will have a twofold objective, one to attract more international tourists to India during the lean summer season and second, to remind the world that 73 percent of the Himalayan region is in India.

This campaign will not only promote the Himalayan states but also have a very positive impact on the gateway cities which would serve them with the international and domestic airports and railway stations. In one shot we are able to also benefit these gateway cities and the states associated with these cities to increase the tourism in India. The kick start for the event was Himalayan Run & Trek in the month of October, 2013.

Different stakeholders are pitching in for promoting this event so that it becomes a big success viz., hoteliers, airline, tour operators. ATOAI has come forward to organize Trekking, River rafting, Himalayan run, Skiing, Mountain & Bike events as part of this campaign.

Indian Himalayan States





STATE TOURISM-STEPS AND POLICIES





STATE TOURISM-STEPS AND POLICIES

The state governments of the Himalayan states have realized the potential of the Himalayan Tourism as it focus these states over the others for this specific activity which is tied up with Himalayas. The promotions campaigns are now being directed toward this event and they are capitalizing on this.

States are taking vital steps to ensure they are relevantly & abundantly marketed in their targeted areas. Signing of MoUs between states, spending on projects & development of products, investment in technology to support regional language etc., all evinces the interest the state governments are going to show in the days ahead.

In the light of such endeavors being taken in the industry we have presented the key initiatives taken by the ten Himalayan states.

Uttarakhand

Uttarakhand - Simply Heaven

Pilgrimage has traditionally been the major segment of tourism in Uttarakhand. With enormous resources Uttarakhand is an apt destination for:

1. Cultural Tourism
2. Adventure Tourism
3. Wildlife Tourism
4. Eco-Tourism
5. Amusement and Leisure Tourism

Uttarakhand has Badrinath, Kedarnath, Yamnotri, Gangotri, Hemkund Sahib, Lokpal, Nanakmatta, Meetha-Reetha Sahib, Piramn kaliyar, Pungyari as some of the important places of pilgrimage of various religions.



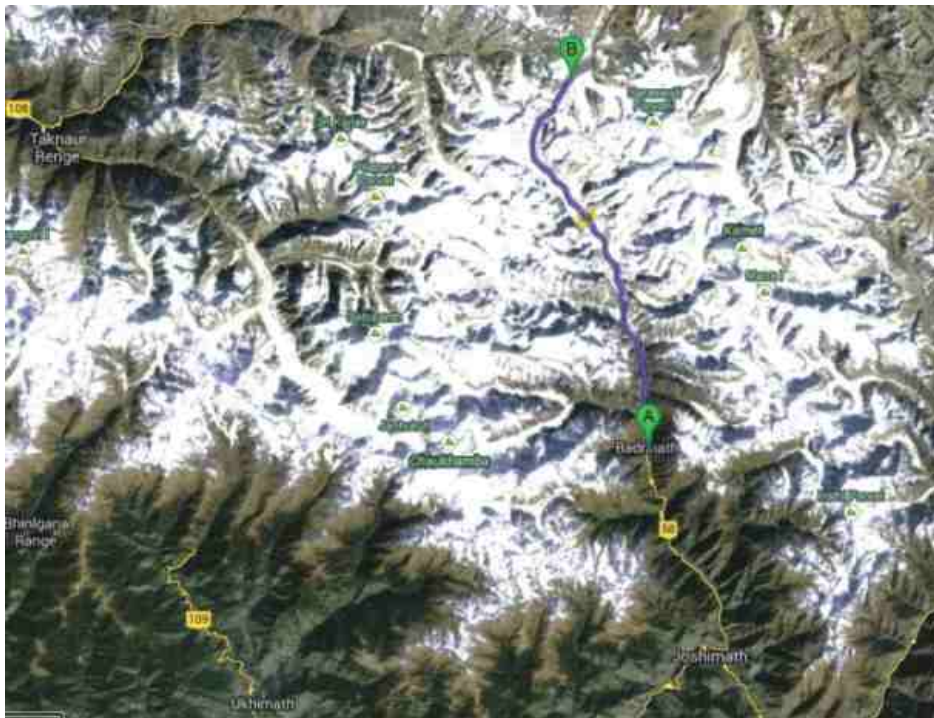
Recreating Employment in a Disaster Ravaged Mountain State

Opportunities & Challenges for Uttarakhand

The new “World’s Highest Motorable Road” is in Uttarakhand & Only 560 Km From New Delhi

Uttarakhand is overflowing with employment opportunities in the adventure tourism sector that can go a long way in harnessing the rapidly migrating population.

Other than the existing islands of adventure based mostly around Rishikesh, there lies an abundance of possibilities in the higher reaches.



The Badrinath-Ghastoli-Manapass route is one such jewel of an opportunity. It is the worlds highest motorable road. Yes! It is higher than the world famous Khardung-la pass in Ladakh and less than half the distance from the International airport at Delhi.

However, being a critical border area it may not be best to open it to regular motor traffic. A good plan built around mountain biking and regulated motorcycling can prove to be a significant livelihood earner for the local people as well as a superb branding initiative for Uttakhand Tourism. This is an initiative that the Uttarakhand government must take a serious look at. ***The proposition is a win-win for all in terms of economic, social, market-value and branding output.***

There is already a substantial presence of the armed forces in the area, which makes it easier to extend emergency and other human facilities to the trekkers/bikers/cyclists. However, the state will have to build small support resources along the way and put together some basic infrastructure. This itself can be done on a PPP mode with the community and tracking of efficient operations could possibly be outsourced to the forces. It will also need streamlining of the permit process, which is right now in the hands of three separate authorities.



A single season of medium traffic can safely sustain a large number of local enterprises and positively boost employment in the area. There will be an immediate need for tour & camping guides, porters, cooks, equipment hire, ration & nutritional suppliers, paramedics, mule owners, maintenance persons etc. followed by a regular boost to local handicraft makers, fruit processors and eatery owners. The presence of an adventure-tourism opportunity will also stretch the existing pilgrim based seasonal economy by at least two months a year, which is a **35% jump in the available employment opportunity for the entire region** right down to Rishikesh.

The area has the potential to become a training ground for personnel from other such opportune areas in Uttarakhand and a systematic skill development initiative can be dovetailed with this initiative for preparing manpower for high-adventure in the entire state.

In short, opening of the Badrinath-Ghastoli-Mana Pass route will be a game changer for Uttarakhand and take it from being mostly a domestic tourist destination to a World-famous adventure-tourism destination.

A Thought Leadership Article written for the PHD Chamber of Commerce & Industry by: Tashi Malik & Nugshi Malik – Dehradun (Uttarakhand) World's first twins to have climbed Mt. Everest (29,035 ft, World's highest peak), Mt. Elbrus (18,510ft, Europe's highest peak), Mt. Kilimanjaro (19,340ft Africa's Highest peak), Mt. Aconcagua (22,842ft-Highest mountain in South America & the western hemisphere).

February 8th, 2014.

Uttarakhand has traditionally been a tourist destination for predominantly for summer months. The challenge is to convert it into a destination that has a year around appeal for the tourists. Winter sports like skiing, ice skating etc. are being promoted by the state government which would bring traffic during the winter months.

Initiatives - Uttarakhand

- ✓ Focus on converting Uttarakhand to all season destination
- ✓ Launch of “777 days of Indian Himalayas”
- ✓ Fairs & Festivals related to pilgrimage (Maha Kumbh Mela, 2013)

In order to provide succour to the tourism industry in the flood-ravaged Uttarakhand, the Ministry of Tourism (MoT), Government of India, has launched '777 days of the Indian Himalayas' campaign from Uttarakhand in September 2013 on World Tourism Day. Although a final decision has not been taken, Anand Kumar IAS, Joint Secretary, Ministry of Tourism, Government of India informed that the popular ski destination in Uttarakhand, Auli, is under serious consideration for the launch of the campaign. “Himalayas are quite rich in Uttarakhand, and therefore we are seriously considering the option. A final decision will be taken in a couple of days,” he said

Himachal Pradesh

Himachal Pradesh is a beautiful state in India, Poularly known as Devbhumi-“Land of God”, nestled in the north-west region of western Himalayas. From vast tracts of high-altitude Trans-Himalayan desert to dense green deodar forests, from apple orchards to cultivated terraces, from snow capped high Himalayan mountain ranges to snow fed lakes and gushing rivers. In terms of its sheer topographic diversity it is in contrast to its neighbors.

Himachal Pradesh has focused on its assets and has developed tourism products which are:

1. Nature Based Tourism
2. Pilgrimage Tourism
3. Adventure Tourism
4. Eco Tourism
5. Rural Tourism



Himachal Pradesh plans to develop three new airports in the state – Ranital, Nadong and Kandaghat. These are to be on a PPP and a BOT mode. “Currently surveys are going on as well as dialogue between the state and government of India and Airports Authority of India is also on.

The state is also looking out for private investors to develop tourism projects. Panda said, "We have small land banks which we are open to give out to private companies for tourism related projects like golf courses and amusement parks." There are seven of these land banks which are open for the taking. As to whether HPTDC will be looking at divesting in their resorts Panda was clear that they will not.

Initiatives – Himachal Pradesh

- ✓ Development of three new airports
- ✓ Aggressive tourism campaign
- ✓ Focus on Nature, Pilgrimage, Adventure and Eco tourism

Himachal Pradesh is a natural attraction for people he continued, government's intervention is only to develop capacity and maintain sustainable tourism. "We are working on a perspective and anticipative planning. A tunnel is being built by the ministry of defense on the way to Lahaul Spiti. This will reduce travel time by 1.5 hours also making it a year round destination," he said.

Subhasish Panda, director, Department of Tourism and Civil Aviation, Himachal Pradesh and MD Himachal Pradesh Tourism Development Corporation said, "The existing three airports are also to undergo expansion.

The various circuits that have been developed by Himachal Pradesh government are:

1. **Beas Circuit:** The Beas river , with its clear water gurgles and sloshes through the famous tourist destination, manali. One sees well-defined snow capped peaks, deodar and pine trees, tiny alpine fields, rocky slopes amid grassy meadows carpeted with wild flowers and fruit orchards across Kullu Valley
2. **Dhaulandhar Cicuit:** Also known as the Outer Himalaya, dhaulandhar range begins from near Dalhousie of Himachal and extends as a neclklace through the state near the bank of the beas river in the Kullu before ending near Badrinath. Its distinctive profile ia best seen from Kangra valley as it seem to shoot up vertically.
3. **Satluj Circuit:** starts from the foot hills of Shivalik Mountains, the southernmost and geologically youngest foothills, and extends towards the higher hills. The stone and apple fruit orchards, pine forests, deodars, majestic mountains, snow covered ski slopes and the furious Satluj river make this region a must see for visitors.
4. **Tribal Circuit:** The cold mountains, mighty glaciers, icy frozen lakes, high passes, snow capped peaks, spectacular monastries, lamas and yaks – this region is marked by rich cultural traditions. The breathtaking adventurous terrain remains the prime destination for all nature and adventure lovers all over the world.

Arunachal Pradesh

Arunachal Pradesh with 500 varieties of orchid is nature's true beauty. With a very thin population density it is a vast expansive forest which any tourist would love to see. Arunachal Pradesh voted the 4th best destination in the world to travel in 2012-Lonely Planet. For the discerning tourist there are five distinct fields of interest that will delight him:

1. nature
2. adventure
3. culture
4. heritage,
5. art & craft

Take part in the colorful festivals of various tribes. These festivals reflect the ancient faith of these tribes living harmoniously since time immemorial.

Embark on a pilgrimage visiting places of worship like Parasuram Kund and the 400 year old Buddhist Monastery at Tawang. One can also take enlightening trips to sites of archeological excavations like Malinithan and Itafort (Itanagar) and Bhismaknagar. If you prefer to spend your time just lazing around then there are the snow- clad mountain peaks and lush green meadows with rare species of flora and fauna.

Initiatives – Arunachal Pradesh

- ✓ The Tawang Festival 2013 with 'Arunachal Tribal Theme'
- ✓ Arunachal Pradesh Helicopter Service
- ✓ Focus on Nature, Pilgrimage, Adventure and Eco tourism

Go angling, boating, rafting and trekking or visit the wildlife sanctuaries and national parks.

Moreover, one of the trekking routes is very popular because Mahseer angling opportunities. Starting from the plains of Siang, this route passes through a thick forest. This route also offers great views for those who like to capture Arunachal's wild and pristine beauty in their cameras.

For boating, tourists usually head for the Salley Lake where boating facilities are provided to visitors.

Manipur

Manipur has plethora of land, water and air based adventure sports sites throughout the State. These are:

1. Loktak lake: for water sports
2. The Barak river: for rafting, the Mount Iso along with Dzuko Valley
3. The Siroy Hill outshining for mountain climbing and trekking
4. The Tharon and Khangkhui Caves: for caving adventures,
5. The Koirengei Old Airfield and Nongmaiching foot-hills at Wakha: for hang gliding,
5. paragliding and parasailing are some of the celebrated adventure sports and eco-tourism sites.

Initiatives – Manipur

- ✓ Integrated tourism destination at Tupul, Senapati
- ✓ Development of Marjin Polo Complex at Heigang
- ✓ Development of Rural Tourism at Andro, Khongjom

Ukhrul, the highest hill station of the state is located at a distance of 83 kms. to the east of Imphal. Ukhrul is well developed and is a centre of a colourful warrior tribe, the Tangkhul Nagas. Siroi Hills and Khangkhui Lime Caves are interesting places for excursions. Siroi Hills: Ukhrul is also known for a peculiar type of land-lily, the Siroi Lily, grows on the Siroi hills at a height of 8,500 ft. This beautiful lily growing only in this part of world blooms during May-June. Tangkhul is one of the oldest and major tribes of Manipur.

Nagaland

Nagaland is the land of hospitable and warm Nagas, lies in the North-East bordering Myanmar. It has always evoked a sense of awe and wonder in the minds of people including visitors.

Colorful life and culture are an integral part of the 16 officially recognized Naga tribes of Nagaland. The diversity of these tribes give a unique flavor to the festivals and the rituals that are a very important part of their life.

The state is little explored and that makes it one of the places which is 'un-marked' and making it even more exclusive and fascinating to explore.

West Bengal

West Bengal with its fascinating culture, rich history and heritage on one hand, it has modern, techno-savvy, upwardly mobile people on the other hand. In one word it is –Metamorphosis.

With the memory of that rich history West Bengal boasts of different ethnicity, culture, religion and languages and most importantly the diverse landscape - flanked by the Himalayas as the top and decorated by the natural beaches and a unique biosphere, the Sunderbans in the south. Let us unfold the true Bengal – its history, its real nature, its culture - the canvas with all colors. Indeed it is- Beautiful Bengal.



Initiatives – West Bengal

- ✓ Project worth Rs. 3700 crore proposed through PPP model
- ✓ Aggressive tourism campaign
- ✓ Focus on Nature, Cultural, Religious and Contemporary tourism

West Bengal has focused on its assets and has developed tourism products which are:

1. Nature Based Tourism
2. Cultural Tourism
3. Religious Tourism
4. Contemporary Tourism

Sunderbans Delta, tea plantations, beaches, mountains and wild life gives West Bengal a huge competitive advantage in building tourists products around these assets.

West Bengal government has moved forward with the PPP (Public Private Partnership) model with the projects on the offer to the tune of Rs. 3,700 crore. The main investments would be in the Kolkata Giant Wheel, Sylee Tea Tourism Hub, Kunjanger Nature and Adventure Park and Eco-Tourism in Jhadkhali Sundarbans.

Sikkim

Sikkim offers travelers mystical wonderland of spectacular natural beauty. The panoramic perfection of the snow-capped Himalayas, the heady scent of flower-bedecked meadows, the vibrant culture and joyous festivals, the infinite variety of its flora and fauna makes it a holiday that is at once fascinating and challenging.

Sikkim has been very aggressively been promoting

1. Heritage Tourism
2. Cultural Tourism
3. Adventure Tourism
4. Flora and Fauna

The adventure tourism is great attraction for the tourists with trekking, river rafting, mountain biking, mountaineering, yak riding and bird watching. It still has its own pristine charm which is difficult to get at places that have really become very commercial.

Initiatives/Awards – Sikkim

- ✓ India's Most Progressive Tourism State-2010
- ✓ Most Innovative and Unique Tourism Award-2012
- ✓ Best State-Campaign Clean India 2012

The UNESCO Project for the Development of Cultural Tourism and Ecotourism in the Mountainous Regions of Central and South Asia is sponsored by the Norwegian Government with the support of the Principality of Andorra. The project aims to promote cooperation between local communities, national and international NGOs, and tour agencies in order to involve local populations fully in the employment opportunities and income-generating activities that tourism can bring.

The goal of Sikkim Himalayan Homestays is to promote community based tourism while helping local communities benefit fully from the economic opportunities of low-impact tourism. In this way, the spectacular environmental and cultural heritage of these areas can be protected for future generations and tourism can develop to meet the needs of local communities.

Ecotourism and Conservation Society of Sikkim (ECOSS) works together with local communities and UNESCO to help communities achieve these goals. Our members are dedicated to community self-reliance and have a mandate to achieve the goals of sustainable development in the fields of ecotourism and conservation.

Mizoram

Mizoram is a mountainous state nestling in the southern tip of the north-east region of India. Covered with verdant forests dominated by thick bamboo groves, teeming with vibrant wildlife, sheer cliffs and breath-taking waterfalls, dotted with unique landmarks of myriad folklores and picturesque villages of houses built on stilts, a land of dramatic seas of morning mists that enfold islands of hills and peaks... This is the land of the Highlanders, or the Mizos, who are by nature carefree and hospitable to visitors. For anyone looking for a quiet holiday or outdoor activities in pristine and peaceful setting, this is a destination worth your while.

Mizoram has a moderate and pleasant climate throughout the year, and is an idyllic land of great natural beauty having rich variety of flora and fauna.

Initiatives– Mizoram

- ✓ Trans-Asian railway network that will connect Mizoram to Myanmar
- ✓ PPP in the high end hospitality and tourism
- ✓ Paragliding school in Mizoram which is third of its kind in India

Though still considered remote and hence, an unfrequented destination, the location of Mizoram itself helps maintain its quaint appeal, as do its scenic landscapes of bluish hills and mountains, steep rocky cliffs, serene lakes and deep valleys of gurgling streams plunging down sheer drops to form spectacular waterfalls.

To the more adventurous spirit, the rugged terrains and rivers are ideal for various outdoor sports and activities. Again, the fantastic array of wildlife, especially the birds, is an added attraction to the nature lovers.

Paragliding is relatively a new adventure sport in Mizoram. The weather condition, mountainous terrain and the scenic landscape of Mizoram makes it an ideal place for paragliding. One can experience and enjoy unparalleled scenic grandeur while floating over villages, hills, lakes, forests and rivers of Mizoram. It is truly a wonderful and fulfilling experience for adventure seekers. One of the most popular site for paragliding is S.Vanlaiphai which is about 86 kms from Aizawl. Other popular sites are Thenzawl and Durtlang hills.

There is a paragliding school in Mizoram named 3Dimensional School of Paragliding which is the third of its kind in India. This school in collaboration with the Department of Tourism have been organizing paragliding festival and events.

Tripura

Tripura is quietly nestled in the lush greenery of hills, verdant valleys and transparent waterscape, a land of plentiful myths and legends, beckon tourists from across the globe. This

state, home to nineteen indigenous tribal groups, Bengali speaking non-tribals and a diversity of culture, resembles a tiny dot on the peninsular India's map dangling between Northeast India and

Bangladesh. But the wealth of Tripura's traditional art, culture, history and archaeology, flora and fauna, biodiversity and flushing meadows always cast a magnetic spell on casual visitors and tourists.

The state's rich handicrafts, traditional music, diversity of cultural streams and faiths, co-existing down the annals of history in pristine peace constitute its irresistible charm as a tourist destination. Any visitor or tourist in Tripura can trace the state's glorious history in its archaeological remains, cultural heritage, exquisite sculpture and architecture spread across its landscape and return, richer by a finer aesthetic sense and sensibility.

Tripura has been very aggressively been promoting:

1. Nature Tourism
2. Religious Tourism
3. Archaeological Tourism
4. Water Tourism
5. Eco-Park

Pilak happens to be one of its own kind in archaeological tourism. The site of a civilization which flourished during 8-12 centuries of the Christian era has been a cradle of culture of heterodox creeds and sects representing both Hinduism i.e. Shiva, Surya, Baishnabi and Buddhism i.e. Hinayana, Mahayana, Bajrayana which bear testimony to peaceful co-existence of the two cultures.

The important places are Shyam Sundar Tilla, Deb Bari, Thakurani Tilla, Balir Pathar, Basudev Bari and Sagar Deba. The art form and style followed in the making of the images and in the sculptures appear to have remote resemblance to the sculptural and architectural style of the Palas and Guptas of Bengal. Influence of Arakan, Myanmar (formerly Burma) and local style is discernable in the form and style of Pilak images and sculpture. The number of rock-cut images and terracotta plaques are lying scattered in various places of the area.

Initiatives– Tripura

- ✓ One of the few states that have Archaeological Tourism
- ✓ New conducted tour for students

The site has been under the care of Archaeological Survey of India. The molded terracotta plaques bear resemblance to molded plaques recovered from Paharpur and Mainamati. The Buddhist Complex here may be assigned a date between 9th and 10th century A.D. During excavation in the late sixties, Archaeological Survey of India (ASI) team found out brick built 'stupas'. Archaeological Survey of India has plans to do some more excavation to unearth the hidden cultural heritage of the area. It may be presumed that the extensive plains of Tripura were under the control of several dynasties who ruled in Eastern Bengal and Samatata in ancient period. Some of them were Buddhists and the others were Hindus. Most of these rulers had their capitals near this region. The ancient kingdom of Pattikera had its capital in Comilla region and Pilak is not very far from Comilla.

Assam

Assam is comprised of three main geographical areas: the Brahmaputra Valley, the Barak valley and the North Cachar Hills.

Assam is synonymous with unspoiled natural beauty, teeming wildlife, immaculate tea gardens and warm, beautiful people. It's strategic location in the northeast of India, and it's accessibility from the rest of the country makes it the gateway to the northeastern states.

Initiatives– Assam

- ✓ Heritage Protection Act
- ✓ Development of wayside amenities along NH 31, 37 & 52
- ✓ Best Wild Life Destination- Lonely Planet India Magazine -2013

It shares borders with Meghalaya, Arunachal Pradesh, Nagaland, Manipur, Tripura, Mizoram and West Bengal: and has National Highways leading to their capital cities. Assam also shares international borders with Bhutan and Bangladesh.

Green is the predominant colour of the state with an impressive 35% forest cover and thousands of hectares under tea cultivation.

Assam has five national parks including the World Heritage Sites of Kaziranga and Manas, and 20 Wildlife sanctuaries. The great Indian one-horned rhinoceros is one of Assam's most famous denizens.

Over the centuries, people of various ethnic, religious and linguistic backgrounds have been attracted to the fertile valleys of Assam making it a mosaic of various cultures. It is no wonder then that Assam is said to be like a miniature of the whole country itself.

Jammu and Kashmir

Kashmir is like a jewelled crown on the map of India, It is a multi-faceted diamond, changing its hues with the seasons - always extravagantly beautiful. Two major Himalayan ranges, the Great Himalayan Range and the Pir Panjal, surround the landscape from the north and south respectively. They are the source of great rivers, which flow down into the valleys, forested with orchards and decorated by lily-laden lakes.

The Mughals aptly called Kashmir 'Paradise on Earth' where they journeyed across the hot plains of India, to the valley's cool environs in summer. Here they laid, with great love and care, Srinagar's many formal, waterfront gardens, now collectively known as the Mughal Gardens. They also patronized the development of art & craft among the people of Kashmir, leaving behind a heritage of exquisite artisanship among these people and making the handicrafts of the land prized gifts all over the world.

Kashmir is a land where myriad holiday ideas are realised. In winter, when snow carpets the mountains, there is skiing, tobogganing, sledge-riding, etc. along the gentle slopes. In spring and summer, the honey-dewed orchards, rippling lakes and blue skies beckon every soul to sample the many delights the mountains and valleys have to offer. Golfing at 2,700 m above the sea, water-skiing in the lakes and angling for prized rainbow trout, or simply drifting down the willow fringed alleys of lakes in shikaras and living in gorgeous houseboats are some of the most favoured ones.

The Department of Tourism, J&K is the main developmental, promotional and regulatory arm of the J&K Government.

Its main role comprises of:-

- Overall planning and execution of schemes for the development, up-gradation and improvement of the tourism infrastructure in different parts of the State.
- Support to the private sector industry in the form of incentives for setting up various tourist facilities as well as for promotion and marketing of their products and services.
- Promotion and marketing of various tourist destinations and products of the State.
- Regulation of the travel-trade by enforcement of provisions of J&K Registration of Tourist Trade Act.

The Tourism Department of Jammu and Kashmir is aggressively promoting the state by conducting the following activities:

1. The Tourism Department is stepping-up its promotional campaign in right earnest with participation in major International and National Tourism Marts.

2. Kashmir valley witnessed a huge tourist flow in 2013 with the number of 11,61,000, Minister for Tourism, Ghulam Ahmad Mir said that government has decided to connect hotels to the common STPs and get user charges and other operational costs from the hoteliers.
3. On the occasion of Christmas, Jammu and Kashmir Governor N. N. Vohra while inaugurating the 6 days long Jammu Festival complimented Mr. Ghulam Ahmad Mir, Minister for Tourism for taking the initiative of reviving the Jammu Festival
4. Department of Tourism Jammu and Kashmir is held Kul Hind Musharah at SKICC, Srinagar on 19th of November 2013, Sixteen renowned poets from different parts of India include Rahat Indoori, Munawar Rana, Waseem Barilevi, Jalees Sherwanee and Manzar Bhopali.
5. The government has announced sops for the tourists visiting Kashmir on the occasion of 3-day Kashmir Saffron festival scheduled to commence from Oct 29 at Visoo, Pampore in Pulwama. The Jammu and Kashmir Tourism Development Corporation would provide 50 per cent rebate on lodging and transport charges to the tourists visiting Kashmir besides private tourism players are also going to give concessions in boarding and lodging on Saffron and Diwali festivals.
6. Jammu and Kashmir Tourism Department kicked off a seven-day Paragliding Festival, an initiative to attract adventure-seeking tourists to the state. The festival was kicked off by Honourable Minister for Tourism Ghulam Ahmad Mir at Dara, on the outskirts of Srinagar city.

Honourable Minister said “although paragliding was done in other parts of the country, the beautiful mountains and vast areas of the Valley offer tremendous scope for the adventure sport.

7. The Tour de Kashmir is an annual bicycle race primarily held in Kashmir, with the intent to showcase Kashmir as best cycling tour destination across the Country. The race, inspired by the world famous cycling tour event Tour-de- France, was first organized in year 2000 with the aim to give some tough competitive event to State cyclists to showcase their finesse.



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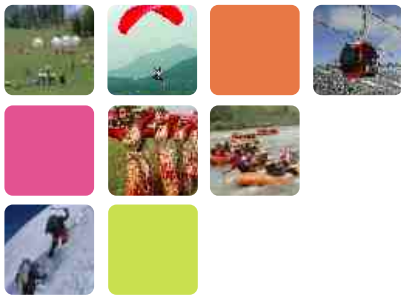
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