

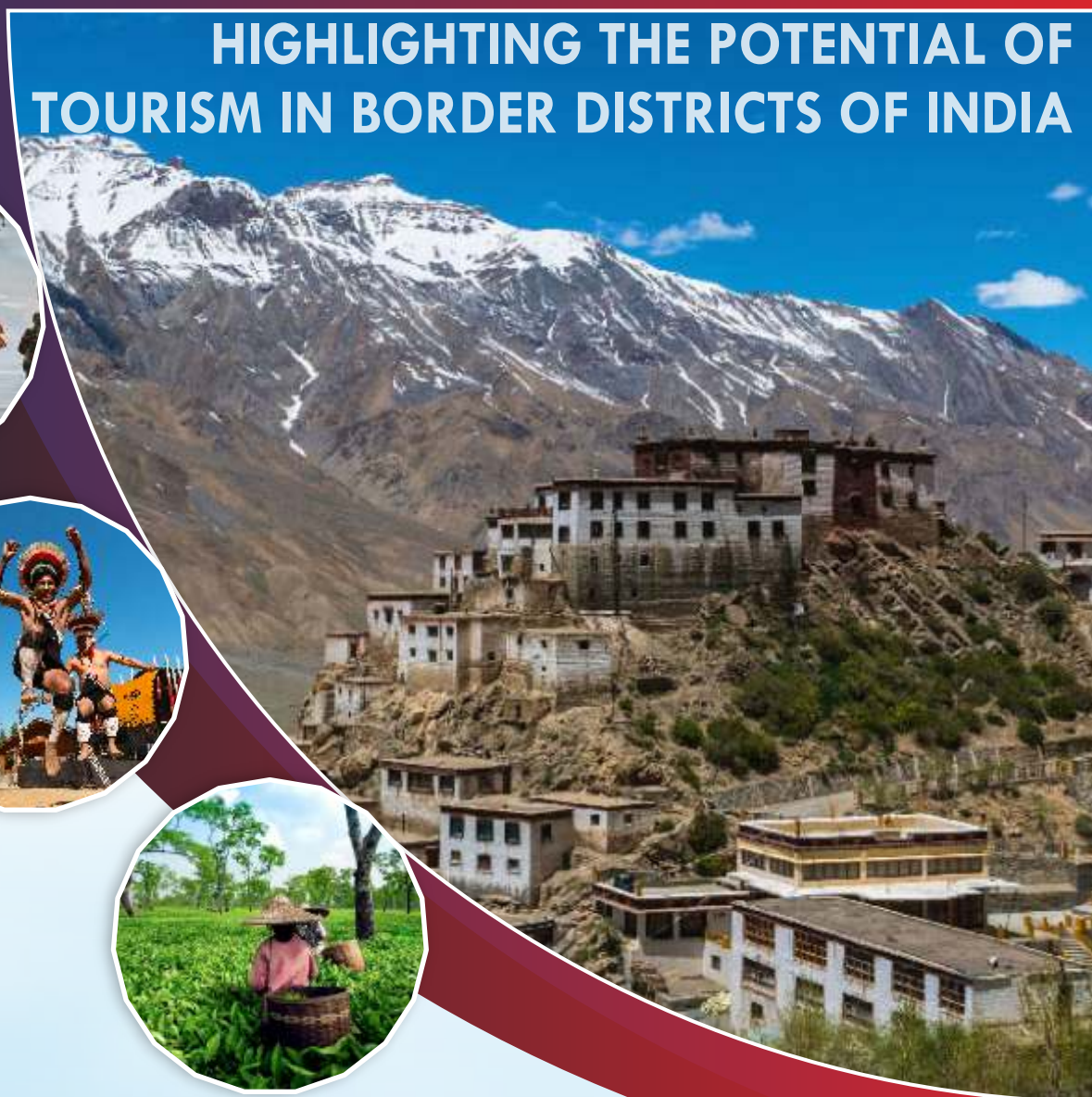
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Incredible India



PHD CHAMBER  
OF COMMERCE AND INDUSTRY

# BORDER TOURISM

HIGHLIGHTING THE POTENTIAL OF  
TOURISM IN BORDER DISTRICTS OF INDIA



## BACKGROUND

The concept of Border Tourism refers to the notion of visiting border areas in order to experience diverse cultures, acquiring knowledge for trade, or even meeting local communities who are living in border region. There are several world famous tourist attractions on borders of different nations that are visited by millions of tourists every year.

Improving socio-economic status of border districts, especially aspirational districts, are one of the priorities of the Government of India. These districts, often rich in recreational, cultural and natural resources provide great potential for the development of Border Tourism. Direct interventions from the Ministry of Tourism can influence perception of tourists and contribute to the realization of the full potential of that area.

### BORDER TOURISM IN INDIA

India is the largest country in South Asia with varied topography. **18 Indian States and Union Territories** share their border with **7 neighbouring Countries**. The border destinations of India are rich in tourism potential which are famous for their many historical monuments, mountain peaks, scenic beauty, wildlife, local cultures etc.

However, in spite of having sound tourism potential, these areas are also economically backward; the living standard of local inhabitants is low and employment opportunities are few which means that tourism is not developed systematically in these destinations.

*PHD Chamber of Commerce and Industry (PHDCCI) aims to explore the tourism potential in the border districts of India and moreover, to present suggestions towards development of Border Tourism in India.*

As part of the initiative, the Tourism Committee of PHDCCI will be conducting a series of 18 webinars on **BORDER TOURISM: 'Highlighting the Potential of Tourism in Border Districts of India'** from June 2021 onwards.

One district per State (majorly aspirational district) has been identified and the webinar will highlight the need to promote tourism education among the locals and also to develop a rudimentary tourism infrastructure in that area.

### BORDER DISTRICT MAPPING FOR PROMOTING TOURISM

S. No.	STATE / UNION TERRITORY	FOCUS / ASPIRATIONAL DISTRICT*
1.	ARUNACHAL PRADESH	ANJAW
2.	ASSAM	BAKSA
3.	BIHAR	SITAMARHI
4.	GUJARAT	RANN OF KUTCH
5.	HIMACHAL PRADESH	LAHAUL & SPITI
6.	JAMMU & KASHMIR	JAMMU
7.	LADAKH	LEH
8.	MANIPUR	CHANDEL
9.	MEGHALAYA	EAST KHASI HILLS
10.	MIZORAM	MAMIT
11.	NAGALAND	KIPHIRE
12.	PUNJAB	FEROZEPUR
13.	RAJASTHAN	JAISALMER
14.	SIKKIM	WEST SIKKIM
15.	TRIPURA	DHALAI
16.	UTTARAKHAND	UDHAM SINGH NAGAR
17.	UTTAR PRADESH	SHRAVASTI
18.	WEST BENGAL	MURSHIDABAD

*\* The Aspirational Districts Programme (ADP) focuses on 112 of India's most developmentally challenged districts across sectors such as health and nutrition; education; agriculture and water resources; basic infrastructure; financial inclusion and skill development. The programme was launched in January 2018 and is spearheaded by the Prime Minister himself. At the central level, it is steered by NITI Aayog in active partnership with state governments and district administrations.*



## CHALLENGES

- Gaps in knowledge and information about how a border area can become a tourist destination.
- Shortage in expertise, existing networks and experience in collaborating on tourism between stakeholders in border areas.
- Gaps in accessibility, transport and economic infrastructure that is required by tourists.
- Not enough expertise and knowledge that are required to supply quality products and services in tourism in border areas.

## OBJECTIVES

- To increase the level of integration of various tourism segments in border districts of India, most of which fall under the Aspirational Districts.
- To build the capacity of local communities and tourism value chain participants to meet the requirements of the target market.
- To increase per capita income among local communities and employment by promoting revenue generating tourism activities.
- To increase touristic attractiveness of the border areas through better utilization of natural, cultural and historical heritage and related infrastructure.

## STAKEHOLDERS

- Niti Aayog
- United Nations Development Programme
- Ministry of Tourism
- Ministry of Culture
- Ministry of Civil Aviation
- Ministry of Road Transport and Highways
- Ministry of Development of North Eastern Region
- State Tourism Boards
- Public Sector Undertakings
- Embassies & High Commissions
- Directorate of Border Protection & Development of various States
- Tour and Travel Operators
- Hotel Owners and Investors
- Destination Management Companies
- Travel Solution Providers
- Students from Tourism and Hospitality Management Institutes
- Media

## PROPOSED ACTIVITIES

- SWOT Analysis of the competitive profiles of the destinations
- Destination resources' audits
- Creating tourism infrastructure on basic amenities, accommodation, transport
- Sensitizing tour and travel operators and undertaking Familiarization trips
- Training of local guides and skill development of youth





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## ABOUT PHD CHAMBER OF COMMERCE AND INDUSTRY

PHD Chamber of Commerce and Industry (PHDCCI) which has a legacy of 116 years representing 150,000 industries and businesses from across the nation has created a niche for itself across the country through the excellent work done by Expert Committees, State Chapters, International Affairs Committees and Foundations on various subjects of importance.

PHDCCI is an Apex National Chamber with unique distinction representing more than 200 regional chambers of commerce and trade associations and over 1.5 lacs large, medium & small scale cross-sectoral companies serving the nation.


PHDCCI has over 70 National & State Committees across different sectors and business interests which regularly take up national and global issues of prime importance to promote socio-economic growth with its members and their viewpoints along with that of other stakeholders with concerned authorities for Policy Advocacy to the Government at the Centre and the States.

PHDCCI, headquartered at PHD House in New Delhi is operating through its 14 offices (New Delhi, Chandigarh, Guwahati, Lucknow, Jaipur, Kochi, Raipur, Bhopal, Dehradun, Patna, Ranchi, Srinagar, Jammu, Shimla) across India.

PHDCCI's Tourism Committee aims to promote tourism activities in and outside the country and endeavours to organize various tourism conclaves, roadshows and activities in close cooperation with the Ministry of Tourism, Government of India, State Governments and also International Tourism Boards based in India.

Tourism in its various forms like Heritage, Medical, Golf, MICE, Film, Luxury, Religious, Sustainable, plays a critical role in the growth of the tourism industry. Our main focus has been to join efforts with the tourism stakeholders for developing an integrated approach and promote the tourism industry.

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