

TOURISM

action plan



tourism action plan

To develop Uttarakhand as a comprehensive, world class tourism destination by realising the untapped potential of sustainable tourism, through the design of innovative tourism products that build on the inherent strengths of the state as a natural destination catering to all categories of tourists.



Tourist Arrival

Baseline

Vision
2030

39,573,793

88,122,000



Increase in no. of tourists to lesser known destinations

19%

33%



Registration of Hotels under Tourism & Travel

875 (nos.)

100%



No. of Gram Panchayats to be developed for Rural Tourism

73

500



Development of new Homestays (No.)

256

5000



Development of Trekking/ Mountaineering routes/ Mountain Trail biking Routes

32

200



Source : Based on Information Provided by Govt. of UK

➤ Branding

- Branding of Uttarakhand as, "God's Abode" both Nationally & Internationally
- Popular Mediums
 - Print
 - TV
 - Social Media
 - Influencers
 - Road Shows
 - Festivals
 - CM as the Brand Ambassador for Tourism

➤ Training

- Human Resource Development
- Hospitality Management Institutes
- Training in Homestay Management
 - Spiritual Healing
 - Yoga

➤ Instructors

- Adventure Sports
- Hiking/Trekking Coach

➤ Infrastructure

➤ Develop World Class Amenities

➤ Air Connectivity from Major Cities

➤ Air connectivity within Uttarakhand

- Small Charter Planes
- Helicopter
- Private Helipad
- Development of Ropeways
- Parking/Road Side Amenities

➤ Development of New Destinations

➤ Four New Circuits

- Religious Circuit
 - Chardham
 - Haridwar
- Spiritual Tourism Circuit
- Eco Tourism Circuit
 - National Parks
- Adventure Tourism Circuit
 - Rishikesh - River Rafting
 - Auli - Winter Games, Skiing
 - Tehri Lake - Destination for Water Sports



- Chardham Management Board
- Goal is to make Chardham Yatra memorable for convenience and amenities while retaining the spirituality of the experience
- Improve accessibility
- Amenities through Private Partnership



- Funding
 - Approximately investments of around 10,000 Crores required over next 10 years to achieve Tourism potential
 - Government funding alone not sufficient
 - Promote private investments in Tourism
 - Explore Public Private Partnership (PPP) route for all major tourist projects
- CSR Funds
 - Medical Camps/Ambulances/Air lifting
- Revamp existing investment incentive schemes and develop more generous and practical investment schemes
- International Grants
- World Bank
- IDFC
- ADB (Himachal just raised Rs 1100 Crores for Tourism Development)