



UTTARAKHAND TOURISM POLICY- 2017

(Draft)



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DoT : Department of Tourism

GoUK : Government of Uttarakhand

MoT : Ministry of Tourism

SLC : State Level Committee

MICE : Meeting Incentives Convention Exhibitions

PPP : Public Private Partnership

ADB : Asian Development Bank

ICT : Information and Communication Technology

PRASAD : Pilgrimage Rejuvenation and Spirituality Augmentation Drive

AMRUT : Atal Mission for Rejuvenation and Urban Transformation

HRIDAY : Heritage City Development and Augmentation Yojana

VAT : Value added Tax

CST : Central Service Tax

G.O.: Government Order

IHM : Institute of Hotel Management

F&B : Food and Beverage

S&L : Sound and Light

1 Background

1.1 Introduction

Uttarakhand, the 27th state of India, also known as '*Dev Bhoomi*' or the 'Land of the Gods' was carved out of Uttar Pradesh in November 2000. Uttarakhand has a total area of 53,483 sq km of which around 86% area is mountainous and 70% is covered under forest.¹ The State has a total population of 10, 116, 752 (Census 2011) with a density of 189 persons/sqkm. The state ranks 19th in terms of area coverage and 20th in terms of population in the country. The State is rich in natural resources especially water and forests with many glaciers, dense forests and rivers making it an ideal destination for adventure, leisure and Ecotourism. It is endowed with topographic diversity, pristine natural beauty and religious shrines. Besides its natural beauty, Uttarakhand also offers many adventure tourism opportunities in the form of trekking, skiing, paragliding, camping, angling, mountaineering and rock climbing. The economy of the State has been largely dominated by the services sector including Tourism which contributes over 51% to the total GSDP from 2004-05 to 2013-14². Tourism is already a major driver of economic growth and livelihood promotion in Uttarakhand. In order to further boost investment in tourism sector, recently GoUK has given '**industry**' status to tourism sector.

1.2 Need for the Uttarakhand Tourism Policy 2017

Uttarakhand Tourism Development Board (UTDB) had introduced its first Tourism Policy in 2001³ with the objective of establishing world class infrastructure, attracting more private players and identification of new tourism destinations. A number of opportunities exist to harness the tourism potential of Uttarakhand through enhanced

¹ uttarakhandtourism.gov.in

² NITI Aayog

³ cell.upppc.org

revenue, employment generation and integrating Tourism as a way of life for the local community of the State. Over the years as a result of dynamism associated with tourism sector the contours of the existing policy need to be redefined. Tourists are increasingly in search of unique tourism products and destinations. Thus to unlock the true potential of tourism sector in Uttarakhand, it is imperative to introduce a comprehensive policy thereby enabling sustainable growth.

2 Existing Tourism Products in Uttarakhand

2.1 Existing Tourist Circuits and Destinations in Uttarakhand

The following five tourist circuits have been identified in the state of Uttarakhand:

- Haridwar- Rishikesh- Muni- Ki- Reti
- Dehradun – Musoorie – Dhanaulti – Kanatal – Rishikesh – Haridwar - Dehradun
- Corbett – Nainital - Corbett
- AdiBadri – Simli – Karyprayag – Chamoli – Pipalkoti –Urgam – VradhBadri – Joshimath - Bhavishya Badri -Yogdhyan Badri (Pandukeshwar) – Tapovan – Malari - Niti village
- Nankmatta – Tanakpur – Purnagiri – Champawat – Lohaghat – AbbotMount – Pithoragarh - Jaul Jibi - Madkot – Munsiyari – Shyama – Kamkot – Bageshwar – Takula - Almora

The list of important tourist destinations is listed in annexure 1.

2.2 Tourism Themes in Uttarakhand

The Major Themes in which destinations across Uttarakhand can be divided are the following:

- Adventure & Water sports
- Pilgrimage & Festivals
- Nature & Wildlife
- Sightseeing

- Health and Rejuvenation
- Rural Tourism

Table 1 : Theme-wise major Destinations in Uttarakhand

Themes	Major Destinations
Adventure & Watersports	Rishikesh, Auli, Trekking at Shri Hemkund Sahib, Jharipani, Maldevta, Tons Valley, Dhanaulti, Tehri
Pilgrimage & Festivals	Gangotri, Yamunotri, Kedarnath, Badrinath, Rishikesh, Haridwar, Jageshwar, Baijnath, Piran Kaliyar, Hemkund Sahib, Nanda Devi
Nature & Wildlife	Jim Corbett National Park, Rajaji National Park, Binsar Wildlife Sanctuary, Kedarnath Musk Deer Sanctuary, Nanda Devi National Park, Askot Musk Deer Sanctuary, Neel Dhara Pakshi Vihar, Benog Wildlife Sanctuary, Govind Wildlife Sanctuary
Sightseeing	Mussourie, Nainital, Valley of Flowers, Almora, Kausani, Auli
Health & Rejuvenation	Rishikesh, Haridwar, Champawat, Pithoragarh and Ramgarh, Jageshwar, Almora, Nainital
Rural Tourism	Mana, Chokhta, Chakrata, Deora, Pallyu, Shaukiyathal, Bageshwar, Chamoli, Almora and Tehri

Source: www.uttarakhandtourism.gov.in

2.3 Challenges faced by Uttarakhand Tourism

- Disaster Prone Areas - There are numerous instances where development is on disaster prone high risk zones.
- Unplanned infrastructure development in and around Hill areas. Destinations like Mussourie, Nainital etc are overcrowded and need urgent interventions in terms of sustainable planning and management strategies.
- Unplanned tourism development is severely damaging the fragile ecosystem of the State. There is a need to involve local communities in the tourism sector to ensure conservation of natural resources through proper framework.
- Visitor Management during Char Dham Yatra.

- Parking and Traffic Management at major Hill Stations.
- Availability of Potable drinking water at all destinations.
- Solid waste Management at Destinations.
- Availability of clean and adequate public convenience facility.
- Lack of sufficient quality accommodation across all categories.
- Inadequate rail and air connectivity.
- Lack of proper regulation and safety standards for development of Niche Tourism products like adventure tourism, health and rejuvenation in the State.
- Tourism in Uttarakhand is seasonal in nature. Thus there is a need to develop innovative and niche tourism products to ensure continuous flow of tourists across the year.
- Lack of trained guides at major tourism destinations (presently availability is limited at National Parks).

2.4 SWOT Analysis

SWOT analysis of Tourism in Uttarakhand -

Strengths

- Unique and outstanding mountainous environment encompassing world famous Himalayas;
- Presence of exceptional geographical features (e.g. glaciers, mountain peaks, waterfalls, rapids);
- Presence of some highly distinctive Himalayan mountain villages and towns set amidst outstanding scenery (e.g. Dharchula, Munsiyari, Bageshwar);
- Good range of viewpoints of Himalayan Range
- Existing range of trekking paths and circuits (e.g. Sankri, Gangotri, Dodital and Yamunotri, Hem Kund and Valley of Flowers);
- National parks and Wildlife sanctuaries of International repute (e.g. Corbett, National Park, Nanda Devi Wildlife Sanctuary) with wide range of wildlife, including tiger, Asiatic elephants, leopard, bear etc

- Strong conservation regulations as implemented by Forest Department have succeeded in curbing encroachment of development into natural areas.

Weaknesses

- Unplanned development in disaster prone zones;
- Almost all urban environment are having poor quality in terms of overall appearance, pollution/waste management, health/safety, urban design/congestion with no concern for natural environment;
- Limited interpretation of the natural environment;
- Little awareness of potential and needs of Ecotourism among many operators and Government agencies;
- Poor design quality in development of tourism facilities as exemplified at many Government Guest Houses;
- Limited coordination among Government agencies;
- Lack of efficient public transportation;
- Lack of traffic management in towns and villages;
- Lack of community understanding and participation in tourism in many areas;
- Lack of equitable distribution of benefits (tourism revenues) to the local communities.

Opportunities

- Potential to tap the vast emerging markets in Ecotourism and responsible tourism;
- Uttarakhand is endowed with more than 550 species of avian fauna and bird watching is a segment that is gaining popularity in the state;
- Adventure Tourism activities like Camping, Trekking, Bungee Jumping etc have a huge potential for the surrounding markets of NCR etc;
- Water sports like rafting, kayaking etc have good potential to be expanded to other rivers in the state, since the demand on the existing streams is very high;

- Rural Tourism has great potential to be developed in the state. Cultural distinctiveness in dress, folklore and local products can promote village development through presentation, interpretation subject to sensitive commercialization (e.g. at Dharchula);
- These will also open up employment opportunities for the locals
- Pharmacopoeia of forests and traditional skills in well-being (e.g. yoga) provide opportunity for health and wellness;
- Potential future market for luxury second homes/holiday homes in many areas of the lesser Himalayas;
- Cluster of higher education facilities in Dehradun offers opportunities for advanced environmental centre combining research, education and general conservation/ Ecotourism awareness among students and visitors.

Threats

- Prone to Natural Disaster
- Exceptionally high peaks of Tourist inflows during vacations
- Unorganized Yatra tourists especially at destinations
- Additional traffic and pollution from vehicles lead to serious congestion, pollution in towns and villages
- Continued poor maintenance of roads will make accessibility a key constraint for improving quality and numbers of tourists.

3 Tourist Trends and Projections

3.1 Existing Tourist Trends in Uttarakhand

The number of tourists visiting Uttarakhand has consistently increased from around 11 Mn in 2000 to 28 Mn in 2012⁴. But in the year 2013, the State was washed away by devastating floods and landslides that resulted in significant 30% decline in tourist visits. In 2014, the State regained its momentum and witnessed 10% growth in total tourist visits.

Table 2 : Tourist visits in Uttarakhand

Year	Domestic Tourist Visits (Million)	Foreign Tourist Visits (Million)	Total Tourist Visits (Million)
2000	11.08	0.057	11.137
2001	10.55	0.055	10.605
2002	11.65	0.056	11.706
2003	12.93	0.064	12.994
2004	13.83	0.075	13.905
2005	16.28	0.093	16.373
2006	19.36	0.096	19.456
2007	22.15	0.106	22.256
2008	23.06	0.112	23.172
2009	23.15	0.118	23.268
2010	30.97	0.136	31.106
2011	26.67	0.143	26.813
2012	28.29	0.125	28.415
2013	19.94	0.097	20.037
2014	21.99	0.102	22.092

Source: Ministry of Tourism, YES BANK Analysis

⁴ tourism.gov.in

3.2 Tourist Profile

A short snap survey conducted by UNWTO revealed that about 58.2% of the foreign tourist visits were for holiday/sightseeing, 21.9 % for health/yoga and about 19.4% for pilgrimage/religious functions. About 59% of the holiday tourists were attracted by scenic beauty, 51.3% by trekking facilities and 52.1% by spiritual centres. The major source markets of Uttarakhand are the United States of America, Israel, Australia, Italy, Germany and Nepal. The most popular destinations for foreign tourists to Uttarakhand were Rishikesh, Haridwar, Gangotri, Uttarkashi, Kedarnath, Badrinath, Auli, Nainital and Gaumukh.

For domestic tourists, the main purpose of 44.2% of the tourist visits was pilgrimage/religious while that of 43.6% was holiday/sightseeing. The main sources of attraction for holiday tourists were scenic beauty and trekking even in the case of domestic tourists. The main states of origin of domestic tourists visiting Uttarakhand were Delhi, Uttar Pradesh, West Bengal, Punjab, Uttarakhand, Haryana, Gujarat, Rajasthan and Maharashtra in that order. The most popular destinations for domestic tourists are Haridwar, Rishikesh, Nainital, Badarinath, Kedarnath, Gangotri, Uttarkashi, Mussoorie, Yamunotri, Almora, Ranikhet and Dehradun.

3.3 Projected Tourist growth in Uttarakhand

The Tourist visits in Uttarakhand have been projected keeping in view the impacts of the disaster of 2013, the positive impacts of sustainable tourism development due to implementation of the Tourism Policy 2017.

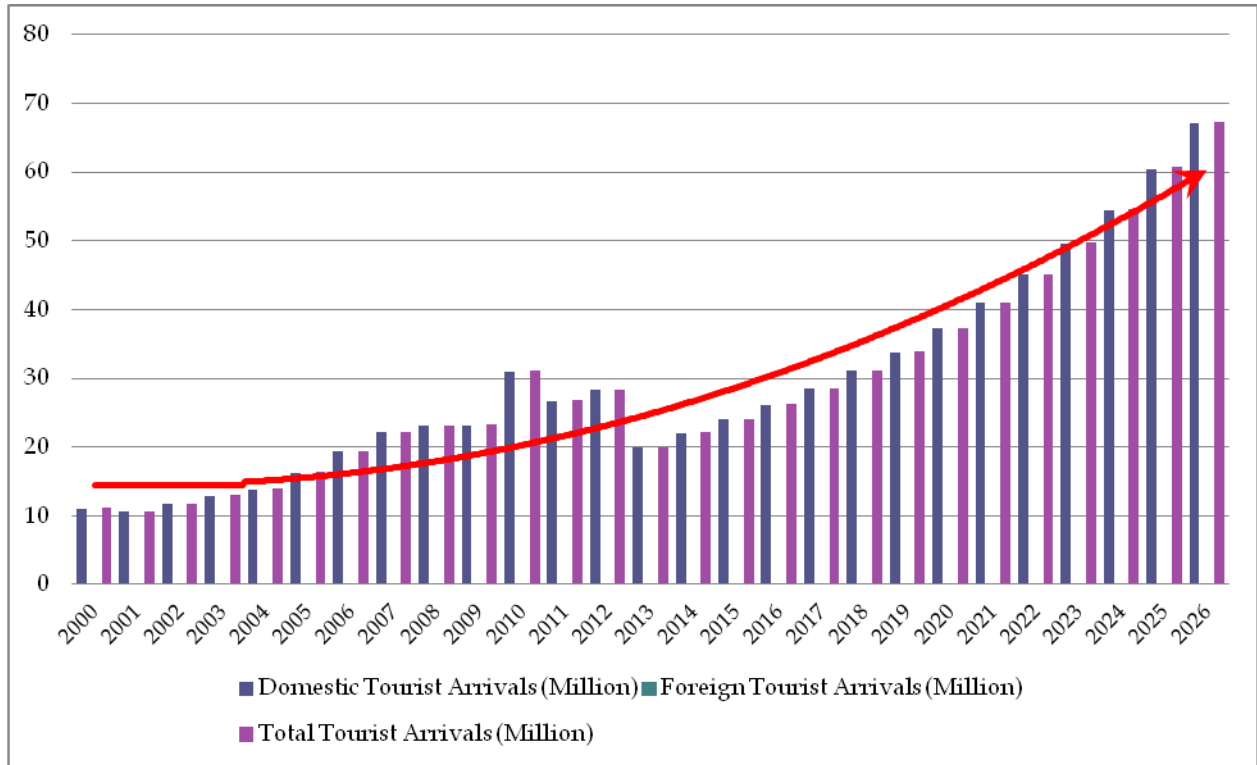


Figure 1 : Tourist Projections in Uttarakhand

The Domestic Tourist Visits are expected to increase by around 2.5 times in the next ten years. Foreign Tourist Visits are expected to increase by around 2.0 times in the same period. The Total tourist Visits in Uttarakhand are expected to reach around 67 million by 2026.

4 Policy Framework and Guiding Principles

4.1 Sustainable Development Goals (SDGs)

The year 2015 has been a milestone for Global Development as Governments have adopted the **2030 Agenda for Sustainable Development**, along with the **Sustainable Development Goals (SDGs)**. The bold agenda sets out a global framework to end extreme poverty, fight inequality and injustice and fix climate change until 2030. Building on historic Millennium Development Goals (MDGs), the ambitious set of 17 Sustainable Development Goals and 169 associated targets is people-centered, transformative, universal and integrated.

4.2 Alignments of Tourism to Sustainable Development Goals (SDGs)

The World Tourism Organization (UNWTO) promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. UNWTO is committed to ensure that tourism plays a key role in the Post-2015 development agenda and the Sustainable Development Goals. Tourism has the potential to contribute, directly or indirectly, to all of the goals. In particular, it has been included as targets in **Goals 8, 12 and 14** on inclusive and sustainable economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources, respectively.

Sustainable Tourism is firmly positioned in 2030 Agenda. Achieving this agenda requires a clear implementation framework, adequate financing and investment in technology, infrastructure and human resources. The alignments of Sustainable Development Goals to tourism have been illustrated below:



GOAL 1 End poverty in all its forms everywhere

As one of the largest and fastest growing economic sectors in the world, tourism is well-positioned to **foster economic growth and development** at all levels and provide income through job creation. Sustainable tourism development, and its impact at community level, can be linked with national poverty reduction goals, those related to promoting entrepreneurship and small businesses, and empowering less favored groups, particularly youth and women.



GOAL 2 End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Tourism can spur agricultural productivity by promoting the **production, use and sale of local produce in tourist destinations and its full integration in the tourism value chain**. In addition, agro-tourism, a growing tourism segment, can complement traditional agricultural activities. The resulting rise of income in local communities can lead to a more resilient agriculture while enhancing the value of the tourism experience.



GOAL 3 Ensure healthy lives and promote well-being for all at all ages

Tourism's contribution to **economic growth and development** can also have a **knock-on effect on health and well-being**. Foreign earnings and tax income from tourism can be reinvested in health care and services, which should aim to improve maternal health, reduce child mortality and prevent diseases, among others.



GOAL 4 Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

A well-trained and skillful workforce is crucial for tourism to prosper. The sector can provide incentives to invest in **education and vocational training** and assist labor mobility through cross-border agreements on qualifications, standards and certifications. In particular youth, women, senior citizens, indigenous peoples and those with special needs should benefit through educational means, where tourism has the potential to promote inclusiveness, the values of a culture of tolerance, peace and non-violence, and all aspects of global exchange and citizenship.



GOAL 5 Achieve gender equality and empower all women and girls

Tourism can **empower women** in multiple ways, particularly through the provision of jobs and through **income-generating opportunities** in small and larger-scale tourism and hospitality related enterprises. As one of the sectors with the highest share of women employed and entrepreneurs, tourism can be a tool for women to unlock their potential, helping them to become fully engaged and lead in every aspect of society.



GOAL 6 Ensure availability and sustainable management of water and sanitation for all

Tourism can play a critical role in achieving **water access and security**, as well as **hygiene and sanitation for all**. The efficient use of water in the tourism sector, coupled with appropriate safety measures, wastewater management, pollution control and technology efficiency can be key to safeguarding our most precious resource.



GOAL 7 Ensure access to affordable, reliable, sustainable and modern energy for all

As a sector that requires substantial energy input, tourism can accelerate the shift toward renewable energy and increase its share in the global energy mix. Consequently, by promoting sound and long-term investments in sustainable energy sources, tourism can help to reduce greenhouse gas emissions; mitigate climate change and contribute to innovative and new energy solutions in urban, regional and remote areas.



GOAL 8 Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Tourism is one of the driving forces of **global economic growth** and currently provides for 1 in 11 jobs worldwide. By giving access to decent work opportunities in the tourism sector, society – particularly youth and women – can benefit from increased skills and professional development. The sector's contribution to job creation is recognized in Target 8.9 "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products".



GOAL 9 Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Tourism development relies on good public and privately supplied infrastructure and an innovative environment. The sector can also incentivize national governments to upgrade their infrastructure and retrofit their industries, making them more sustainable, resource-efficient and clean, as a means to attract tourists and other sources of foreign investment. This should also facilitate further sustainable industrialization, necessary for economic growth, development and innovation.

	<p>GOAL 10</p> <p>Reduce inequality within and among countries</p> <p>Tourism can be a powerful tool for community development and reducing inequalities if it engages local populations and all key stakeholders in its development. Tourism can contribute to urban renewal and rural development and reduce regional imbalances by giving communities the opportunity to prosper in their place of origin. Tourism is also an effective means for developing countries to take part in the global economy. In 2014, Least Developed Countries (LDCs) received US\$ 16.4 billion in exports from international tourism, up from US\$ 2.6 billion in 2000, making the sector an important pillar of their economies (7% of total exports) and helping some to graduate from the LDC status.</p>
	<p>GOAL 11</p> <p>Make cities and human settlements inclusive, safe, resilient and sustainable</p> <p>A city that is not good for its citizens is not good for tourists. Sustainable tourism has the potential to advance urban infrastructure and universal accessibility, promote regeneration of areas in decay and preserve cultural and natural heritage, assets on which tourism depends. Greater investment in green infrastructure (more efficient transport facilities, reduced air pollution, conservation of heritage sites and open spaces, etc.) should result in smarter and greener cities from which not only residents, but also tourists, can benefit.</p>
	<p>GOAL 12</p> <p>Ensure sustainable consumption and production patterns</p> <p>A tourism sector that adopts sustainable consumption and production (SCP) practices can play a significant role in accelerating the global shift towards sustainability. To do so, as set in Target 12.b of Goal 12, it is imperative to “Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products”. The Sustainable Tourism Programme (STP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP) aims at developing such SCP practices, including resource efficient initiatives that result in enhanced economic, social and environmental outcomes.</p>
	<p>GOAL 13</p> <p>Take urgent action to combat climate change and its impacts</p> <p>Tourism contributes to and is affected by climate change. It is, therefore, in the sector's own interest to play a leading role in the global response to climate change. By lowering energy consumption and shifting to renewable energy sources, especially in the transport and accommodation sector, tourism can help tackle one of the most pressing challenges of our time.</p>
	<p>GOAL 14</p> <p>Conserve and sustainably use the oceans, seas and marine resources for sustainable development</p> <p>Coastal and maritime tourism, tourism's biggest segments, particularly for Small Island Developing States' (SIDS), rely on healthy marine ecosystems. Tourism development must be a part of Integrated Coastal Zone Management in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle to promote a blue economy, in line with Target 14.7: “by 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism”.</p>
	<p>GOAL 15</p> <p>Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</p> <p>Majestic landscapes, pristine forests, rich biodiversity, and natural heritage sites are often main reasons why tourists visit a destination. Sustainable tourism can play a major role, not only in conserving and preserving biodiversity, but also in respecting terrestrial ecosystems, owing to its efforts towards the reduction of waste and consumption, the conservation of native flora and fauna, and its awareness-raising activities.</p>
	<p>GOAL 16</p> <p>Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</p> <p>As tourism revolves around billions of encounters between people of diverse cultural backgrounds, the sector can foster multicultural and inter-faith tolerance and understanding, laying the foundation for more peaceful societies. Sustainable tourism, which benefits and engages local communities, can also provide a source of livelihood, strengthen cultural identities and spur entrepreneurial activities, thereby helping to prevent violence and conflict to take root and consolidate peace in post-conflict societies.</p>
	<p>GOAL 17</p> <p>Strengthen the means of implementation and revitalize the global partnership for sustainable development</p> <p>Due to its cross-sectorial nature tourism has the ability to strengthen private/public partnerships and engage multiple stakeholders – international, national, regional and local – to work together to achieve the SDGs and other common goals. Indeed, public/public cooperation and public-private partnerships are a necessary and core foundation for tourism development, as is an increased awareness in the role of tourism in the delivery on the post-2015 Development Agenda.</p>

Source: UNWTO

4.3 Learning from Best Practices

4.3.1 Periyar Eco Development Committee (EDC) Model

- Formation of Ecotourism Directorate with representatives from both Tourism and Forest Departments.
- Regulated tourism activities adhering to the principles of low-impact tourism.
- Formation of 72 service based EDC's from the local communities.
- Training the EDC members.
- All the activities for tourists were allocated to different EDC's based on their competencies.
- These EDC's were completely responsible to run and manage the activities along with various conservation programmes.

4.3.2 Sikkim Himalayan Homestay Project - UNESCO

- ECOSS (a reputed NGO from Sikkim) was awarded the project by UNESCO for Community Based Tourism (CBT) project in Sikkim.
- Identification of four potential villages for developing model-homestays based on a competency analysis study.
- Formation of Village level Tourism Development Committees.
- Inclusive community based planning through Appreciative Participatory Planning and Action (APPA) method.
- On an average 8-10 homestays were created per village.
- Training Need Assessment (TNA) was conducted for youth and women. Trainings in running homestays were imparted
- Amongst the various homestays within a village there is a rotation policy to ensure equitable tourism benefits to each unit.

- A portion of the income goes for overall development of the enterprise.
- After an initial 3 years of hand-holding support by the NGO's, the local communities independently run the homestays in a sustainable manner.

4.3.3 Jungle Lodges and Resorts (JLR)

- Jungle Lodges and Resorts, a government of Karnataka undertaking company started its flagship property in 1996 on the backwaters of Kabini Dam adjacent to Nagarhole National Park (Karapur, Karnataka).
- The concept was inspired by the Tiger Tops – a premium chain of wildlife resorts in Nepal.
- They helped the Government of Karnataka in establishing the resorts and running it for the initial few years.
- The uniqueness of the product is its engaging itinerary along with all inclusive array of Ecotourism activities along with fooding and lodging.
- Due to its success the concept was replicated at 18 premium wildlife resorts based on various themes like wildlife, angling camps, dam sites, heritage and nature across Karnataka.
- Private sector participation was optimized by involving experts of water sports and adventure tourism activities on revenue sharing model.
- JLR has created a unique brand of premium Ecotourism resorts by offering state of art infrastructure (camping sites, cottages) run by professionals from IIFM.

4.3.4 Ecotourism Model in Gujarat through tripartite agreements

- Department of Tourism, Government of Gujarat jointly with Forest Department introduced development of quality nature camps and camping sites.
- Inclusive tourism was promoted by the means of involving local Ecotourism committees (ETC's) / EDC's to run and operate the camp sites.

- A tripartite agreement was executed where Department of Tourism contributed the funds, Department of Forest implemented and monitored the campsites and the communities (ETC/EDC) operated them.
- The camp site was run under the TORAN brand (a chain of hotels run by Tourism Corporation of Gujarat Limited (TCGL).
- TCGL and Department of Forest helped in marketing the packages successfully.
- Department of Forest looks after the training requirements and regulating the tourism activities for the sustainable management of the project.

4.3.5 Tent City - Rann Utsav

- Under the dynamic leadership of the then Hon'ble Chief Minister of Gujarat, Shri Narendra Modi the concept was initiated targeted towards promoting the incredibly amazing white Rann at Kutch district, Gujarat.
- The Tent City is a cluster of tents offering accommodation, cultural activities and excursion to white Rann.
- TCGL ran the Tent city for the initial few years on a cost incurring basis.
- Later it was successfully handed over to a private operator on a lease model.

The Department of Tourism/UTDB shall try and implement similar concepts to bring a new identity to Uttarakhand Tourism. The identified concepts shall be Tent City, Community Based Ecotourism/Wildlife Camps, Homestays and on the lines of JLR identifying properties with various Govt. Depts. at strategic tourist locations that may be taken over and running under premium brand with state of the art services and facilities.

4.4 Review of Uttarakhand Tourism Policy 2001

- The Tourism Policy comprehensively touched major aspects of tourism development in the state.
- The Policy lacks elaboration of various enlisted strategies.
- Due to changing dynamics of tourism and tourist preferences over the years various new strategies are also needed like aggressive branding and marketing, disaster management, traffic management at destinations.
- The policy lacks details of institutional mechanism.
- The Incentives and subsidies were not detailed and separately allocated.
- The Policy lacks in addressing the destination specific needs.

5 Vision and Policy Objectives

5.1 Vision for Uttarakhand Tourism Policy 2017

“To create a world class tourist destination which is safe, sustainable and inclusive leaving a mark of peace and tranquillity”

5.2 Policy Objectives

- To create and develop **unique tourism products** offering unmatched experience catering to various tourist segments
- To develop the image of Uttarakhand as a **safe and tourist friendly** destination
- Emphasis on provisioning of **quality** tourism products and experiences for tourists of all segments
- Follow **sustainable tourism development principles** and adhere to carrying capacity of destinations
- UTDB to ensure **seamless and regulated provisioning of facilities** for tourists by various service providers in the state
- Ascertain **Responsible Tourism** practices amongst tourists and other tourism stakeholders. Uttarakhand being a pristine and sensitive ecosystem, it is imperative to **sensitize the tourists** towards the importance on nature and wildlife conservation
- Promote **Inclusive Tourism** strategies through community based tourism ensuring equitable sharing of benefits to the local communities
- **Disaster Risk Mitigation (DRM)** to be adopted in the planning process for existing and new destinations

- **Branding and image** creation
- Human resource development to ensure **higher employability of youth** and women in the tourism sector. Promote employers at tourism units to hire local skilled youth and women.
- Maximize **Public-private sector partnerships** in tourism and allied sectors
- To ascertain **skill and capacity building** for tourism sector workforce

6 Strategies for Uttarakhand Tourism Policy 2017

The strategies envisaged to overcome the challenges in the tourism sector in the state are presented below:

6.1 Integrated Tourism Development

6.1.1 Planning for Tourism Development

- i. A detailed infrastructure gap assessment shall be carried out at prominent tourist destinations.
- ii. An Action Plan will be prepared for the next 10 years with a view to ensure long-term expansion of major tourist destinations and newly identified circuits & trails along with enhanced connectivity.
- iii. The Budget for creation of tourism infrastructure facilities in the Plan Budget of the State Government will be increased proportionately every year in a phase wise manner.
- iv. Tourism development will be a focus for lesser developed yet potential areas, so that employment opportunities are created and economic growth is ushered. To actualize this focus of the State Government tourism will be promoted through Homestay Policy, Rural Tourism and other inclusive tourism circuit development strategies.
- v. Extensive studies and surveys will be conducted through the engagement of reputed consultancy organizations to plan and expedite tourism development in the State. Towards the foregoing, schemes for tourism development will be prepared in conjunction to the survey reports. Separate allocation will be made in the departmental budget for the same.

6.1.2 Convergence

- i. Funding from Multilateral and Bilateral Agencies like The World Bank, ADB, JICA etc shall be explored.
- ii. Cooperation from the Central Government for strengthening of tourism infrastructure and addressing impediments in tourism sector (the state will apply and benefit from tourism centric schemes of Central Govt. like Swadesh Darshan, PRASAD, Hunar Se Rojgar etc.)
- iii. Various other schemes of the Central Government like SMART Cities, AMRUT, HRIDAY etc shall also be planned in convergence with the tourism infrastructure development.
- iv. Various international funding agencies like ADB, World Bank etc are already funding crucial projects for upgradation of tourism infrastructure in the State. Enhanced co-operation will be sought from international funding agencies
- v. Department of Tourism will work in close coordination with other line departments of Govt. of Uttarakhand to develop tourist infrastructure (PWD, Irrigation, UPSEB, State Forest Dept., Culture, Rural Development Dept., Horticulture, Home Dept., Civil Aviation etc.)

6.1.3 Development of Potential Land banks

The biggest deterrent for investments and development of tourism in the state is the unavailability of land at high potential destinations. To overcome this, the Department of Tourism Government of Uttarakhand has created a good land bank. This land bank has the potential to be developed effectively to generate requisite resources to meet needs of the tourism sector in the state. For this the following action is envisaged:

- i. Further enhance the Tourism Land Bank at prominent Tourist Destinations
- ii. Land Banks shall also be developed at high potential and yet un-explored destinations. This will ease out the tourism stress at key destinations

- iii. Prioritize land parcels based on transparent and robust tourism development principles
- iv. Prepare a robust plan to develop these Land parcels and effectively leverage private investments to develop superior Tourism assets and destinations
- v. Suitable land parcels shall be developed with PPP projects for tourism on new theme based criterion eg : Business and Leisure, Ecotourism , Budget, Rural, Heritage, Adventure, Wellness, Medical etc
- vi. The land bank shall be revised periodically

6.1.4 Public Private Sector Partnerships

- i. **Land Banks:** Availability of Land is very critical for inducing private sector investments. Suitable Land parcels from the Land Bank of UTDB shall be made readily available to private sector investors on sale / lease basis. The period of lease shall be decided on a case-to case basis. **The maximum period of lease shall be 60 years extendable by another 30 years subject to conditions decided by the Competent Authority.**
- ii. **Project Development:** UTDB shall identify tourism projects to be undertaken on a PPP mode on its high potential land parcels. After due diligence and feasibility studies UTDB shall structure the most ideally suited project. UTDB shall preferably package projects to be developed in clusters. This allows suitable cross-subsidization, achievement of economies of scale, time savings etc both for the private developer and UTDB. UTDB may appoint consultants (transaction advisors, PMC), experts etc to suitably identify and structure bankable projects. They shall also identify the base price (suitable price realisation) for projects. The bid documents (RFQ, RFP etc) shall also be prepared and placed to the High Powered Empowered Committee for sanction.
- iii. **High Powered Empowered Committee (HPEC):** A High Powered Empowered Committee shall be constituted to sanction all PPP projects identified by UTDB

on its land bank and existing properties. This committee shall be constituted as follows:

1.	Chief Secretary	Chairperson
2.	Principal Secretary/Secretary - Tourism / CEO UTDB	Member / Convener
3.	Principal Secretary / Secretary Finance	Member
4.	Principal Secretary / Secretary Revenue	Member
5.	Principal Secretary MSME	Member
6.	CCF Ecotourism – Department of Forest	Member
7.	Additional CEO UTDB	Member
8.	Finance Controller – UTDB	Member

The Roles and Responsibilities of the HPEC shall be as follows:

- To prioritize, sanction and authorize expenditure for PPP Projects.
- Approve or recommend to State Cabinet the projects
- To inspect, visit, review and monitor any PPP Projects regarding its implementation, execution, operation and management.
- To recommend special legislation for formation of appropriate regulatory mechanism, robust grievance redressal mechanism as may be required for the project.
- Frame and issue guidelines for PPP initiatives in tourism sector
- Approve specific service levels for the Private Partner and ensure formulation of Service Level Agreement (SLA) between the Private Partner and UTDB.

- Review progress of projects/ programmes undertaken under PPP and analyse the achievements with respect to the targets, both financial & physical and decide on corrective actions, if required
 - Ensure appropriate capacity building initiatives are undertaken at various levels for successful execution of PPP Projects.
 - Ensure appropriate auditing & monitoring standards are developed and maintained in order to ensure highest standards of transparency and accountability.
 - To constitute, from time to time, any committees/sub-committees from various experts/members and/or staff and assign specific responsibilities.
 - The HPEC shall meet **at least once every three months**
- iv. **Sanctioning Process:** The sanctioning processes of PPP projects have a huge bearing on the investor friendliness of the state. The process should be effective, transparent, simple and time bound. The sanctioning process of projects shall be based on their capital costs as follows:
- *Projects with capital cost upto INR 75 crores:* These projects shall be developed by UTDB and sanctioned by the HPEC
 - *Projects with capital cost above INR 75 crores:* These projects shall be developed by UTDB and recommended by HPEC to the State Cabinet for final sanction

After sanction UTDB shall invite bids and appoint a suitable concessionaire to develop and execute the project

- v. **Single Window Clearance:** The Single Window Clearance System was formed as a consequence to 'The Uttarakhand Enterprises Single Window Facilitation and Clearance Act 2012' (Uttarakhand Act No. 05 of 2013) to provide necessary time

bound license, permissions and sanctions for the establishment of industry in the State of Uttarakhand. Directorate of Industries is the State level Nodal Agency. District Industries Centre, Govt. of Uttarakhand is the District level Nodal Agency. It would facilitate coordination between investors and various departments as well as coordination with District level Empowered Committee in providing approvals as well as NoCs from departments to the investors through Single window system. UTDB shall appoint a nodal officer to coordinate with the Single Window nodal agencies and ensure time bound approval for tourism projects. All necessary clearances shall be accorded to the developer within 90 days of submission of requisite documents through the Single window system. If any of the departments do not revert with approval / objections within this time frame then the approval shall be deemed as given. The final decision in this regard shall be taken in the subsequent HPEC meeting which shall meet at least once every three months

- vi. **Ease of Doing Business:** Uttarakhand Tourism Development Board (UTDB) shall undertake various steps to improve Ease of doing business in the Tourism sector in Uttarakhand for private investors/developers. Some of the initiatives as follows:
 - Creation of a land bank and easy availability of land for private investors
 - Transparent short and easy sanctioning of projects
 - Single window clearance in a time bound manner
- vii. Any private investor who sets up a tourism unit/service in the state which is on private land/property then he shall have to apply for registration under Uttarakhand Tourism and Travel Industry Registration Regulations (applicable for all tourism units). He may also avail the services of Single Window Clearance System facilitated by UTDB

- viii. Non-profitable and closed units of Tourism Corporation will be given on lease to private sector for better and profitable operations of the units
- ix. Private sector participation shall be encouraged in the provisioning of Tourist amenities, like wayside amenities, public conveniences, parking lots, wayside motels, shopping facilities, local transportation, training centres etc
- x. The government shall incentivize / subsidize private sector to invest in high potential unexplored destinations (category A of this policy)
- xi. State shall organize Tourism Investment Summits to showcase the state's tourism investment potential and promote the incentives offered. Feedback and inputs of private sector participants and entrepreneurs shall also be taken
- xii. Subsidies and Incentives applicable to the entrepreneurs will be disbursed on priority and in a time bound manner
- xiii. Licensing and taxation regimes shall be made investor friendly

6.1.5 Travel and Trade Registration

- i. The Uttarakhand Tourism and Travel Industry Registration Regulations 2014 have been notified by the Culture, Tourism and Sports Section-1, Government of Uttarakhand vide notification no 161/VI/2013-01(07)/2013 dated 24th January 2014. The notification specifies the provisions for registration and licensing of business establishments related to tourism in the state.
- ii. An entrepreneur can operate his/her tourism unit only after registration as per the provisions of these regulations.
- iii. These regulations are comprehensive and time bound. The department has to respond to the applicant within 60 days of receiving the application for registration otherwise the establishment will be considered as registered.

- iv. The registration will be valid for 5 years and will have to be renewed before expiry. The application for renewal should be made at least 2 months prior to the end of 5 year period
- v. If the tourism unit operator does not follow any of the provisions laid down in these regulations then the competent authority shall have the power to either put the registration on hold or cancel it.

6.2 Sustainable and Responsible Tourism

Since a major part of the state falls under the eco-fragile zones and hence more concerted efforts towards conservation and protection against depletion of natural resources will be ascertained. Sustainable use of tourism resources shall be promoted. The Department of Tourism shall focus and promote low impact tourism, minimizing carbon footprints and sensitize locals and visitors.

- i. Reduce, Reuse and Recycle practices to be promoted
- ii. Segregation of solid waste and proper solid waste management upto safe disposal shall be ensured at all tourist destinations
- iii. Use of local materials and vernacular architecture shall be promoted amongst tourism stakeholders
- iv. Do's and Don'ts code for visitor shall be created and strictly implemented
- v. Carrying Capacities at destinations shall be scientifically evaluated and respected especially in terms of visitor management and development of infrastructure. It shall be included in all future tourism planning process in the state
- vi. Department of tourism would like to promote tourism that ensures equitable share of benefits to the local population
- vii. Another priority is the need for participation of local communities in tourism development and creation of collaborative community groups.

- viii. For the development of responsible tourism in the state a system for classifying tourism services will be implemented. Tourism enterprises will be classified in various categories on the basis of quality standard and special programmes will be run to award and encourage such tourism enterprises which are developing responsible tourism.
- ix. Tourism will be focused in potential under developed areas, so that employment opportunities are created.

6.3 Development of Alternate and Niche Products

Uttarakhand is extremely rich in natural and cultural heritage, religious destinations and festivals etc. UTDB shall prepare a Tourism Road Map having complete inventory of tourism resources - products/activities, destinations, potential for tourism development, status of the existing infrastructure, gaps, and tourism stakeholders along with action plan in phase wise manner. This will enable the State Tourism to develop and implement target oriented phased development of regional destinations considering niche tourism products and alternate tourism options. Few of the identified niche tourism products are discussed below:

6.3.1 Ecotourism and Wildlife Tourism

- i. UTDB shall work in close co-ordination with the Ecotourism board of Department of Forest and provide civic and tourist amenities in national parks and wildlife sanctuaries jointly along with Forest Department to ensure visitor satisfaction
- ii. Ecotourism activities shall be developed with the help of Forest Department as per the State's Ecotourism Policy to showcase the rich biodiversity of the state.

- iii. Planning for such destinations will be done by engaging the local communities to ensure equitable distribution of benefits and socio-economic upliftment of the local population.
- iv. The model of tripartite agreements between department of Tourism, department of Forest and Communities (ETCs /EDCs) shall be explored to operate forest based Ecotourism sites
- v. Nature Interpretation Centers, Nature Camps, Boating, Bird watching, Nature Tour Programs etc shall be organized.
- vi. While encouraging wildlife tourism it shall be ensured that it does not disturb, deteriorate or have any negative impact on the environment
- vii. Ecotourism guides and naturalists shall be trained and certified in co-ordination with the Forest Department

6.3.2 Adventure Tourism

Private sector participation will be encouraged to develop adventure tourism activities like- rock climbing, bungee jumping, aero sports activities like hot air ballooning, paragliding, parasailing and water sports centers etc will be developed

6.3.2.1 River Rafting / Kayaking

The state has a specific River Rafting / Kayaking Rules which are elaborated below:

Uttarakhand River Rafting / Kayaking (Amendment) Rules 2015: This has been notified by the Culture, Tourism and Sports Section-1, Government of Uttarakhand vide notification no 1889/VI/2015-01(03)/2013 dated 7th September 2015. The notification specifies the conditions subject to which licenses for river rafting and kayaking are granted for various river stretches in the state. Some of the aspects are highlighted below:

- i. The rivers on which license permits are issued for rafting and kayaking are Ganga, Kali, Tons, Yamuna, Alaknanda, Gori, Saryu, Bhagirathi, Pinder, Kosi, Ram, Ganga East or West.
- ii. A Technical Committee examines all constituted by the department shall examine all rafting/rescue equipments and guides every year regarding security and rescue.
- iii. The applicant shall be granted permit for a maximum period of five years.
- iv. Operators who want permit for more than 5 and maximum 10 rafts shall be levied double instead of the determined fees.
- v. Priority shall be given to new applicants instead of applicants who are seeking permission for increasing the number of rafts. Permit shall be granted for a maximum of 5 rafts per operator.
- vi. Penalty as per the Rules will be recovered from a person or firm operating without permit.

Observations on Uttarakhand River Rafting / Kayaking (Amendment) Rules 2015:

- These Rules are quite comprehensive for the monitoring of River Rafting and Kayaking in the state
- There is a uniformity in regulations across all rivers/stretches irrespective of the existing traffic and carrying capacities
- There is no provision for provisioning of necessary tourism amenities at start /end locations of rafting

Additional Provisions for River Rafting/ Kayaking

- To enhance the tourist experience it is proposed that UTDB shall provide basic tourism amenities at start/end locations of rafting. Amenities like

public convenience, changing rooms, waiting areas shall be developed. It shall be ensured that outfalls of sewerage are not let into the river streams

- Differential licensing fees is proposed for different rivers/stretches.
- UTDB shall categorize the rivers/stretches where rafting/kayaking is permitted into the following categories

Category I	High existing traffic of rafting/ kayaking and low available capacities in peak season
Category II	Low existing traffic of rafting/ kayaking and available capacities in peak season
Category III	Limited existing traffic of rafting/ kayaking and good available capacities in peak season

- Category I rivers/stretches shall be charged higher fees to disincentivize reaching of the carrying capacities. This will also provide additional funds for promoting and decentralizing the rafting/kayaking traffic
- Category II rivers/stretches shall be charged the existing fees
- Category III rivers/stretches shall be charged the existing fees and shall be eligible for 25% capital subsidy for procurement of rafts and ancillary safety equipments. UTDB shall also provide a cash incentive of INR 1 lakhs per entity for purchase of rafts for first five early bird entrants operating for a minimum period of three years subject to regular monitoring by District Tourism Officer. In case of non-compliance and irregular operations during this period the amount shall be recovered from the entity.
- UTDB shall market and promote these river/stretches in domestic and international platforms

6.3.2.2 Adventure and Mountaineering

The state has existing guidelines which is summarized below:

Adventure and Mountaineering - Guidelines for Mountaineering Expeditions in Uttarakhand

Some of the aspects of the guidelines are highlighted below:

- i. The Uttarakhand Tourism Development Board (UTDB) will be the nodal agency to promote mountaineering and allied activities in the various mountaineering destinations of Uttarakhand. It will coordinate and liaise with the concerned departments and agencies within and outside the state for this purpose. The Garhwal Mandal Vikas Nigam (GMVN) and Kumaon Mandal Vikas Nigam (KMVN) will provide all possible logistical supports for such promotional activities.
- ii. **Proposal from Foreign Nationals:** Any proposal by foreign nationals to undertake mountaineering expeditions in Uttarakhand, must be submitted to the Indian Mountaineering Foundation (IMF) at Delhi. The application to the IMF must be made on the prescribed form along with the requisite supporting documents. Thereafter, the IMF will refer the proposal simultaneously to the Ministry of Home Affairs and the Ministry of Defence, Government of India, as well as the Uttarakhand Government, for clearance. Foreigners entering Uttarakhand are required to be in possession of Inner Line Permits for areas where required, besides valid passports and visas. Uttarakhand Government does not permit scaling of peaks that are located within the Nanda Devi National Park, or which required access through the National Park.
- iii. **Proposal from Indian Nationals:** Indian nationals must also submit their applications to the IMF. The processing of the applications by the State Government, as well as the terms and conditions for the expedition,

wherever applicable, will be the same as for foreign nationals, except for the fee and security deposit structure.

- iv. **Referring Proposal to the State Government:** IMF shall refer an application to the State Government on behalf of the expedition team at least four weeks before the proposed commencement of the expedition. Proposals sent directly to the State Government will not be entertained. For a centralized single window clearance, the State Government has appointed the Chief Wildlife Warden, and all references to the State Government in this regard should be addressed to this office.
- v. The process of clearance by the State Government, measures for environmental safety and safe garbage disposal, composition of team, fees and tariff etc are specified in the guidelines. The guidelines also provide details of open peaks in Uttarakhand as Annexure I. The Annexure II provides the guidelines for regulation of local tour operators providing services to mountaineering expeditions.

Observations on Adventure and Mountaineering - Guidelines for Mountaineering Expeditions in Uttarakhand

- There is no provision of incentives for Adventure and Mountaineering

Additional Provisions for Adventure and Mountaineering

- UTDB shall create a dump of quality equipments needed for such expeditions and adventure activities. These shall be readily available with the DTO of the nearest base stations on a subsidized rental basis
- UTDB shall market and promote adventure and mountaineering destinations and expeditions in domestic and international platforms
- UTDB shall explore opening a regional office of IMF at Dehradun and Nainital to accelerate approval process of mountaineering expeditions upto 6000 ft.

6.3.2.3 Aero Sports

Uttarakhand has a specific rules framed for Aero Sports as summarized below:

Aero Sports - Uttarakhand Foot Launch Aero sports Rules 2015 (Draft):

Uttarakhand Foot Launch Aero sport Rules 2015 shall extend to whole of Uttarakhand and shall come into force on such date as the State Government may appoint in the Gazette. Some of the aspects are highlighted below:

- Any applicant who wish to participate in noncommercial paragliding activities will apply for permit to the C.E.O. of the Uttarakhand Tourism Development Board in prescribed form
- Activities which are covered under noncommercial paragliding include
 - a. Solo paragliding / visiting solo pilots
 - b. Tandem noncommercial paragliding
 - c. Participation in paragliding competitions
 - d. Training for paragliding
- Any applicant who wish to participate in commercial paragliding activities will apply for permit to the C.E.O. of the Uttarakhand Tourism Development Board in prescribed form and requisite application fee
- Activities which are covered under commercial paragliding include
 - a. Tandem paragliding
 - b. Organized flying expeditions
- Initial operator permit will be issued for a probationary period of 1 year. On assessment of operator's safety record and assessment of adherence to zero environment impact, he/she maybe granted permit for 4 additional years

- The UTDB shall by notification constitute a Technical Committee for Aero sports activities

Observations on Aero Sports - Uttarakhand Foot Launch Aero sports Rules 2015 (Draft):

- There is no provision of incentives for Aero Sports

Additional Provisions for Aero Sports

- UTDB shall create a dump of quality equipments needed for such adventure activities. These shall be readily available with the DTO of the nearest base stations on a subsidized rental basis
- UTDB shall market and promote these Aero sports destinations and expeditions in domestic and international platforms

6.3.2.4 Angling/Game-fishing

The state is home to numerous rivers, streams and water bodies that are extremely good for Angling/Sport fishing (eg. Ramganga River, Ganga, Kosi, Yamuna, Alakhnanda, Tehri Dam, other Canals etc.) specially for fishes like Mahseer, Gonch, Trouts, Carps etc. The state shall revive the sector by easing out the permit process by involving other concerned departments like Forest Dept., Irrigation Dept, Fisheries etc.

The Department shall also try and promote sustainable (only Catch & Release game) Angling/Fishing by creating a dump of quality equipments that will be available to tourists on rental basis and simultaneously train locals to work as Fishing guides, thus creating livelihood opportunities for youth.

The Department shall also identify such important water bodies / stretches that may be given to Private Sector for opening Angling Camps/Units.

6.3.3 Rural Tourism

The State has its own **Rural Tourism Policy** issued vide notification No 403/VI/2014-04(06)/2014 dated 3rd March 2014. Some of the aspects are highlighted below:

- i. The Policy is applicable for Rural areas under the following categories:
 - a) Village cluster (3-10 villages)
 - b) Single village
 - c) Individuals
- ii. A committee headed by the District Collector shall be constituted with District Tourism officer as the member secretary
- iii. Loan interest subsidies shall be provided under the following categories
 - a) Hardware (Tourism Infrastructure)
 - b) Software (Training etc)
- iv. The applicants can avail the benefits of loan interest subsidy under this scheme over and above the benefits applicable under the Veer Chandra Garhwali Self Employment Scheme
- v. Agri Tourism / Farm Tourism Concepts shall be dovetailed along with Rural Tourism to enhance product value

6.3.3.1 Homestays

Homestay is defined as a form of tourism that allows visitors to stay at the houses of local families. The type of tourism gives an opportunity to visitors to experience the rural lifestyle, culture and cuisine of host community. Many hilly states are encouraging homestays; Sikkim, Himachal Pradesh, Kerala, J&K etc. in particular and now its gaining popularity in other non-hilly states like Goa, Maharashtra etc.

Homestays has resulted as a means of alternate livelihood in most parts and the segments needs critical support from the state agencies in terms of standardization, incentives and capacity building support to the communities.

Homestay in Uttarakhand can play a very vital role in addressing the room shortages for visitors in rural (and far flung areas) yet potential tourism destinations, simultaneously providing additional alternate income to the rural communities.

Classification of Districts as per the categories (*Category A – Far Flung Dist. from urban centres; Category B – Relatively easily accessible districts*)

The focus of homestay development will be in the far flung districts (Category A) of Uttarakhand, as this will solve the issue of room shortages, and also making a tourism property / unit in a traditional manner is not a feasible option due to less tourist Visits and shorter tourist season. In such scenario, a product mix dwelled around homestay and offering tourism products like rural immersion programme, local cuisine, village walks, agro-tourism, folklore, handicrafts etc. will create a win-win situation for the local communities. However, the biggest impediment being faced by these communities is the capital cost to build a standard homestay with the basic necessities like attached bathroom with western toilets (min 30 sq. ft.), clean potable water, airy room (min. 100-150 sq. ft.), clean and hygienic bed linen, covers, towels etc. In the context it is important to give incentives and subsidies to the interested families willing to promote Homestay tourism that will boost the alternate tourism in rural settings and remote places. At present UTDB has a specific Homestay Policy which is summarized below:

Homestay Policy 2015 (Amendment I, 2016) : UTDB vide notification No 4041/ 2-7-129/2016 dated 25th February 2016 has issued the above mentioned notification. Some of the aspects are presented below:

- i. District Registration Committee headed by the District Collector shall be constituted with District Tourism officer as the member secretary

- ii. Three categories of homestays- gold, silver and bronze shall be decided by the recommendations of the committee based on visits to the units and facilities provided by them
- iii. The validity shall be for two years
- iv. The owner along with his family shall be residing in the unit
- v. The unit shall have a minimum of one rooms and a maximum of six rooms with not more than four beds per room with toilet facilities
- vi. All units shall be considered under the residential category
- vii. UTDB shall assist in marketing and sales of the units

Observations on the existing Homestay Policy 2015 (Amendment 2016)

- The existing provides for a framework for identification of Homestays with the help of a District Registration Committee and categorization with respect to availability of facilities
- The Homestay Policy however offers very limited incentives to the Homestay owners. It should hence provide some additional benefits to incentivize the development of Homestays
- The Policy does not appropriately address the issue of trainings and capacity for the homestay owners

To appropriately address these shortcomings the following provisions have been proposed in addition to the existing Homestay Policy 2015 (Amendment 2016)

Incentives and Subsidies to develop homestays:

- i. Cash Subsidy towards infrastructure development – The department will give Rs. 50,000/per room per household (for maximum of 2 rooms per family) and Rs. 25,000/- additional towards attached bathroom development (2 max.)
- ii. Town & Country Planning Dept. will charge no change of land use fees from the registered Home Stay units

- iii. Exemption from Luxury tax
- iv. Exemption from Sales tax/VAT (upto 3 years)
- v. Domestic rates for electricity and water would be charged from the registered Home Stay Units

Skill building and capacity building of Homestays

The Department of Tourism shall assist the homestay owners (individual or groups) in skill building and capacity building, which in turn will help the communities to run and operate the homestays professionally.

The department will also encourage and promote homestay owners to form small groups (cooperatives or societies) of homestay owners at village level, which is ideal for concerted efforts and boosting the community affinity required for such rural and culture based tourism.

The department shall identify the institutes like **IHM**s, **IITM**s, **IIFM**, **NIM**, **HMI**, birding and nature clubs who can train these operators in various domains like hospitality, food and beverages, housekeeping and hygiene, general etiquettes and language, solid waste management and waste disposal, naturalists training, trekking and camping trainings, bird watching, rural immersion trainings, handicraft development etc. The Department shall conduct Training Need Assessment (TNA) of homestay operators and select youths and women for skill building trainings and capacity development programs. Department shall tie-up with above mentioned entities/institutes and organise trainings in regular intervals, keeping the tourism seasonality in mind. The cost towards the training (training fees, boarding and lodging) shall be borne by the department.

The department shall also organise Familiarization Trips (FAM Trips) for the homestay operators to famous homestay organisations / tourism entities promoting rural, cultural and nature tourism e.g. Sikkim Himalayan Homestay, Ecosphere-Spiti, Snow Leopard Conservancy - Ladakh, Jungle Lodges & Resorts etc. This

should be done in order to encourage the youths and women who are doing appreciative work in running homestays.

Pilot Projects for development of Model Homestays

UTDB shall develop Model Homestays as pilot projects in potential rural setups (by adopting a village) of the state. For the successful and quality implementation of these projects UTDB shall in addition to its contribution dovetail funding from international funding institutions. UTDB shall appoint an acclaimed consultant/NGO to operationalize the homestays for the initial few years. This consultant/NGO shall work in close co-ordination with UTDB and shall form small village level clusters of homestays. They shall also work on creating the standard operating procedures (S.O.P.s) and guidelines towards standardization of homestays. UTDB shall encourage these pilot projects and organize FAM trips and promote/showcase them in the domestic and international platforms.

6.3.4 Cultural Tourism

Uttarakhand has a strong base for cultural fairs and festivals having immense potential to attract tourist.

- i. Documentation of the rich cultural heritage of the state covering fairs and festivals, traditional lifestyles and customs, dress, food and local cuisine shall be undertaken and the same may be extensively promoted
- ii. The Department shall focus on developing new festivals on the themes of Ballooning, Kite Festivals, Tentcity (on the lines of RannUtsav at Tehri Lake or similar feasible locations) which shall provide much needed boost to tourism industry, especially in creating annual quality events
- iii. UTDB shall also explore feasibility of promoting Uttarakhand as Winter Tourism Destination by initiating Alpine Village Concept in the high altitude regions of the state

- iv. Financial assistance will be provided for organising traditional fairs
- v. The dates of fairs/festivals will be publicized for the next ten years in the publicity materials and events of the state

6.3.5 Craft/ Handloom and Textile Tourism

- i. UTDB shall works in close co-ordination with Uttarakhand handloom and handicraft development council
- ii. A detailed resource mapping study understanding the market potential and saleability of the artefacts shall be undertaken
- iii. Training and capacity building of local artisans shall be done
- iv. Institutes like NID and NIFT shall be tapped to give design inputs to the products to increase their quality and add value for optimum price realization
- v. Accreditations like craft mark, Geographical Indication (GI) shall be done for the products produced by the local artisans
- vi. Aggressive Marketing and Branding activities shall be carried out to market the products
- vii. The Brand Himadri and Government Emporiums shall be strengthened and scaled up for better outreach

6.3.6 MICE Tourism

Conference, convention and exhibitions have today become an intrinsic part of Tourism. To project Uttarakhand in the forthcoming years as a MICE destination department of tourism will take the following initiatives-

- i. In collaboration with private entrepreneurs Convention centers will be established for trade fair, seminar, corporate Off-sites, exhibition etc in Dehradun which is an ideal tourism center for MICE tourism
- ii. The new Convention Centers is being constructed by UTDB in Dehradun for the promotion of MICE Tourism
- iii. The MICE facilities in the state will be widely promoted and publicized.

6.3.7 Wellness & Rejuvenation

Uttarakhand since ages is known for its therapeutic products. The state is well known for its varied species of medicinal plants and herbs. Over the decade, numerous private operators offering wellness and rejuvenation products have mushroomed especially in the Haridwar-Rishikesh belt. With the advent of Patanjali Yogpeeth, wellness and rejuvenation has further established a high demand for such products. Now towards further strengthening the segment and professionally running and maintaining the same, UTDB shall put concerted efforts as follows:-

- i. Standardization and formulation of standard operating procedures (S.O.Ps's) shall be undertaken for this sector in close co-ordination Department of AYUSH and institutions like Patanjali Yogpeeth
- ii. UTDB shall encourage NABH accredited wellness centres operating in the state with a 'Mark of Excellence'. The NABH accreditation for wellness centres has been pioneered by the Ministry of Tourism and Ministry of AYUSH.
- iii. UTDB and Department of AYUSH, Government of Uttarakhand shall jointly create a **high-value brand of accredited wellness and rejuvenation centres** in the state. Private investor shall operate under this brand and shall adhere to the guidelines framed by the government.
 - o The wellness centres operating under this brand shall provide high quality services in an efficient manner.

- UTDB shall promote “Panch Karma”, “Yoga” and other therapeutic procedures to maximize tourist inflow interested in naturopathy and yoga
- NABH certification and adherence to the provisions of National AYUSH Mission (NAM) is mandatory
- The rates and package pricings shall be driven by market forces but closely monitored by the government to ensure that they are not unreasonable.
- The Department of AYUSH shall carry regular checks at these locations to ensure quality of services.
- UTDB shall offer land from its land banks for setting up these centres on a PPP mode at potential Category A and B locations
- Department of AYUSH, Government of Uttarakhand shall provide benefits under its schemes and training of staff of these centres
- UTDB shall also offer capital subsidy to private investors for setting up such centres in the state at potential Category A and B locations
- UTDB and Department of AYUSH shall also promote these centres on their websites.
- UTDB shall also include these centres in it packages and promote them in at national and international platforms like travel marts, roadshows etc
- UTDB to evaluate and initiate accredited wellness centres in the Hotel properties of GMVN and KMVN on PPP mode.
- Bookings for these centres shall also be available online and through packages of UTDB, GMVN and KMVN
- UTDB shall encourage convergence of benefits for accredited wellness centres through schemes of Ministry of Tourism and Ministry of AYUSH

6.3.8 Film Tourism

Uttarakhand is blessed with numerous picturesque film shooting locations. Film shooting has tremendous potential to boost tourism potential (eg : Pangong Lake - Three idiots, Nainital - Maine Pyaar Kiya etc)

- i. The state has released its Film Tourism Policy in 2015 with attractive features like single window clearances etc
- ii. UTDB shall promote various film shooting locations
- iii. The necessary approvals from UTDB for film shooting shall be provided on an immediate basis
- iv. 20% discounted rates shall be provided for the crew of film shooting units during the shooting location in the properties of GMVN and KMVN
- v. UTDB in consultation with the production houses shall retain film shooting sets/structures which can have touristic value

6.4 Disaster Risk Management at Tourist Destinations

Uttarakhand in June 2013 has witnessed one of the most horrifying natural devastation of the century, named Himalayan Tsunami caused by series of cloud bursts and downpour. The mushrooming of budget hotels, commercial complexes and shops, erratic parking lots needs to be regulated and planned. The fragile ecosystem of Uttarakhand being hilly region is prone to flash floods, landslides and earthquakes,

- i. Stricter norms of infrastructure development shall be enforced
- ii. Studies for hazard prone zones shall be conducted for the state. Safe zones shall be earmarked and existing development in critical zones shall be rehabilitated to safer zones. Future tourism development shall also be planned in accordance to the safe zones.

- iii. The construction of road infrastructure shall be done after suitable geo-technical surveys and considering various aspects of disaster like landslides etc. along with suitable mitigation strategies
- iv. All development shall respect the natural drainage patterns - watersheds and river tributaries, submergence zone to reduce risk of floods
- v. Tourism units shall adhere to standards and codes related to earthquake resistant structures since a large part of the state is prone to earthquake risks
- vi. UTDB shall work in close co-ordination in framing approval guidelines for tourism unit development with Disaster Mitigation & Management Centre (DMMC), Government of Uttarakhand and National Disaster Management Authority(NDMA)

6.5 Infrastructure Up gradation

6.5.1 Connectivity and tourism transport system

Transport infrastructure is the cornerstone for a successful tourism development in Uttarakhand. The hilly terrain of the state is a major challenge in overcoming year round connectivity for all destinations

6.5.1.1 Air transport

- i. At present Dehradun and Pantnagar have domestic scheduled flight operations. Dehradun has a Domestic Terminal with regular and good air connectivity
- ii. Pantnagar has limited Domestic air connectivity. It is proposed to enhance the number of flights to Pantnagar airport
- iii. State's Intra-State Regional shall be enhanced to three local airstrips at Naini Saini in Pithoragarh District; Chinyalisaur in Uttarkashi District and Gauchar in Chamoli District

- iv. Air taxi/helicopter services and air ambulances will be encouraged to facilitate travel of tourists and locals. This will enhance connectivity for hard to reach destinations of the state
- v. UTDB shall work in close co-ordination with Uttarakhand Civil Aviation Development Authority (UCADA) to enhance the State's Intra-State Regional Connectivity
- vi. For the promotion of tourism, Private entrepreneurs will be encouraged for operating the air transport services by Uttarakhand Civil Aviation Development Authority's (UCADA)^[1]
- vii. UTDB shall include the initiatives and facilities provided by Uttarakhand Civil Aviation Development Authority (UCADA) in their promotional events and materials
- viii. The State Government of Uttarakhand is giving VAT subsidy on fuel to air transport operators to encourage better connectivity to the city of Pantnagar and from major cities

6.5.1.2 Road transport

- i. All major tourist destinations will be connected through good quality all weather roads
- ii. UTDB will actively pursue this with National Highway Authority of India (NHAI), Border Road Organization(BRO), Uttarakhand Rural Road Development Agency(URRDA), Public Works Department(PWD) etc
- iii. Last Mile Connectivity at Tourist Destinations is a key component to ensure access for tourists. Infrastructure development schemes of Ministry of Tourism

^[1] Government Order No 106/IX/2013 dated 30th May 2013 regarding establishment of Uttarakhand Civil Aviation Development Authority (UCADA)

Government of India shall be utilized and where needed the state government shall also provide necessary funding

- iv. The quality of all the main roads connecting the tourist places in the State will be significantly improved with the help of the Public Works Department. It is proposed that a separate head be created in the PWD budget for creating roads connecting major tourist destinations
- v. Traffic Signages of National and International standards will be placed along major roads leading to tourist destinations
- vi. Public amenities like eateries, toilets, washrooms, ATMs, repair shops, petrol pumps etc. will be created at strategic locations
- vii. Police and Highway Patrol to be ensured on all major state and national highways connecting major tourism destinations in co-ordination with Home department and Highway Authorities

6.5.1.3 Bus service

- i. Department of Tourism will increase its offerings in terms of Tourists Coaches/Luxury Buses by creating tourism packages to major tourism destinations with the help of Uttarakhand Transport Corporation
- ii. Shuttle services will be introduced at tourist places to ensure last mile connectivity to tourist destinations from major transport nodes like Inter-state bus terminals (ISBT), Railway Stations and Airports

6.5.1.4 Parking and Traffic Management

- i. Multi level parking lots at entry points to the tourist towns shall be provided
- ii. Adequate parking facilities shall also be provided at suitable locations inside tourist towns.
- iii. Real time information of available parking slots within the town shall be displayed at entry points of the town

- iv. Shuttle services and local taxis shall be operated from these parking lots
- v. Registration of the local taxis shall be regulated in accordance with the carrying capacity of road infrastructure.
- vi. Suitable traffic management strategies like segregation of pedestrian traffic, one-way, priority lanes, road intersection design, traffic lights etc. shall be adopted
- vii. Vending Zones at each destination shall be planned in accordance with traffic management plan.
- viii. UTDB shall work in close coordination with the local authorities to ensure proper implementation of the suggested measures

6.5.1.5 Rail transport

- i. At present only a few major tourist destinations are connected by the rail network. Efforts will be made in close co-ordination with Indian Railways to connect major tourist destinations with rail services
- ii. Arrangements for special tourist trains will be made for important tourist destinations (during - Chardham Yatras, Kumbh Mela etc.) in close co-ordination with Indian Railways
- iii. UTDB shall co-ordinate with Indian Railways for early implementation of Rishikesh - Karnaprayag, Tanakpur - Bageshwar, Karnaprayag - Bagheshwar rail routes^[2]

6.5.1.6 Ropeways & Funicular

- i. Many tourist destinations are located at high altitudes and adverse geographical settings, where connectivity is a major issue. In such cases UTDB shall actively pursue to ensure connectivity through passenger ropeways eg. Joshimath - Auli, Mansa Devi, Nainital etc.

^[2] <http://planningcommission.nic.in/plans/stateplan/present/Uttarakhand.pdf>

- ii. Similarly, Funiculars is also a great attraction and mode of transport in hilly terrain, which can attract tourists from all over
- iii. Participation of private sector in construction and maintenance of these ropeways and funiculars projects shall be encouraged and facilitated by UTDB

6.5.2 Electricity

- i. Uninterrupted electricity supply at tourist destinations and tourism units shall be ensured. UTDB shall co-ordinate with Uttarakhand Power Corporation Limited (UPCL) for adherence to Guaranteed Standards of Performance as per Schedule I of Standards of Performance Regulations 2007 notification of Uttarakhand Electricity Regulatory Commission(UERC).
- ii. 100% rural electrification coverage shall be aimed through convergence with various schemes like Deen Dayal Upadhyaya Gram Jyoti Yojana (DDUGJY), Rajiv Gandhi Grameen Vikas Yojana (RGGVY) etc. This will ensure better operationalization of Homestay Policy 2015 of the Government of Uttarakhand
- iii. Tourism Units shall be incentivized to promote usage of renewable energy sources like solar energy, hydel etc. Applicable incentives of Uttarakhand Power Corporation Limited (UPCL) and other agencies shall be promoted amongst tourism units

6.5.3 Water Supply

- i. Year round water supply at tourist destinations is essential.
- ii. UTDB shall co-ordinate with the concerned departments namely Jal Nigam, Jal Sansthan, Swajal etc to ensure regular water supply at all major tourist destinations especially in the peak summer seasons
- iii. Safe drinking water supply would be ensured at tourist destinations through various schemes of Ministry of Tourism and State Tourism department funds

6.5.4 Drainage

- i. Tourism development shall be planned with respect to natural drainage patterns
- ii. To reduce demand for water supply, rain water harvesting potential of tourism units and destinations shall be utilized

6.5.5 Sewerage

- i. Tourism Units at destinations having access to municipal sewerage infrastructure shall ensure proper connections and regular payment of applicable fees and deposits
- ii. In other destinations adequate measures of safe sewerage disposal and treatment shall be ensured
- iii. All tourist destinations and units including Homestay units shall have access to toilets. Convergence of funding from various schemes like Swachh Bharat Yojana shall be explored

6.5.6 Solid Waste Management

- i. The Solid Waste Management of tourist destinations is essential.
- ii. Convergence of funding from various schemes like Swachh Bharat Yojana, SWADESH DARSHAN, PRASAD etc shall be explored to ensure this
- iii. Adoption of solid waste management of destinations through CSR funding shall also be explored where feasible
- iv. Clean-up campaigns and sensitization drives involving locals, school children, NGOs/CBOs, Corporates etc. shall be conducted at tourism destinations

6.5.7 Addressing hotel room shortages at tourist destinations

- i. Rooms shortages can be best addressed with successful implementation of the Uttarakhand Homestay Policy 2015 and simultaneously promoting entrepreneurs in concepts of service apartments in urban settings

- ii. To address shortage of accommodation facilities the department of tourism shall identify unutilized government properties/rest-houses viz. Department of Irrigation, PWD, Forest amongst others will be utilized for tourism purposes.
- iii. Efforts shall be made with local bodies and development authorities to make regulations/bye-laws flexible towards encouraging private sector participation in establishing tourism units
- iv. Provisioning of land parcels for tourism activities will be ensured under the development plans of local development authorities including provision for hotels in the City Master plans.
- v. Department of Tourism will be consulted in selection of land parcels for development of hotels

6.5.8 Service Apartments

Definition: “A service apartment is a fully furnished apartment available for both short-term as well as long-term stays, providing all the hotel-like amenities”.

Unlike Homestays where it is mandatory for the host family to reside in the same premises where the visitors will stay, and the host family is to arrange all the logistics, fooding and activities, service apartments on the other hand are usually run by caretakers hired by its owners. The motive behind serviced apartments is not to promote cultural or rural heritage, but to provide comfortable stays to visitors for short-term or long term stays. The culture of service apartments has picked up significantly well in urban centres like Bangalore, Mumbai, Delhi, Ahmedabad etc. especially by corporates.

Service apartment is a potential solution to address the issue of room shortages in city hubs and also in far flung areas that are promising tourism destinations. During the peak season often tourism destinations faces the issue of room shortages, on the other hand lots of apartments/ homes/ and other residential units belonging to locals/govt. officials remains vacant. Utilizing these vacant residential units can solve the issue of

room shortages and simultaneously provide alternate and additional income to the owners.

In the context of Uttarakhand places like Dehradun, Nainital, Rishikesh, Haridwar, Pithoragarh, Munsiyari, Mussoorie, Bhimtal, Mukteshwar, Joshimath, Uttarkashi, Bageshwar etc. are potential sites for service apartment.

Department of Tourism shall assist the process of registering these Service Apartment Units, as per following guidelines:

- i. The owner of residential unit who wants to register as Service Apartment unit shall apply to Department of Tourism for registration, and agree to regular monitoring from respective District Tourism Officer.
- ii. The caretaker thus appointed by the owner of Service Apartment has to undergo the process of police verification by the local police station and the same submitted to the DoT at the time of registration.
- iii. The owner has to maintain standards of rooms and its operations. The room size has to be 14 ft X12 ft. minimum, clean white linen, pillows, attached bathroom with western toilet (5ft X 8ft size min.), geyser, toiletries and towels etc.
- iv. The service apartment has to be well furnished, airy and sufficient arrangement of food supplies to be ensured. The caretaker has to arrange Fooding as desired by visitors, else the visitors can opt for self cooking.
- v. Proper check-in check-out register to be maintained with valid photo-ID proofs for Indians and Passport in case of Foreigners and the owners of the service apartments to ensure adequate safety measures for the visitors.

Support from Department of Tourism:

- i. The Department of Tourism shall facilitate the process of registration in time-bound manner (within 30 days from application)
- ii. Exemption from luxury tax and sales tax/VAT to the Service Apartment units who are having upto 8 rooms for initial 3 years.
- iii. No change in land use fees will be applicable to Service Apartments

- iv. Department shall enlist the registered Service Apartments on the state tourism departments website to promote the service apartments, and reserves the right to de-list the non-performing service apartments
- v. The Department shall support the best performing service apartments by participating and showcasing them in prominent domestic tourism marts.
- vi. The Department of Tourism shall also conduct training need assessment of the owners or caretakers to identify training requirements and arrange the same in General Housekeeping, English Language, Etiquettes, F&B etc.

6.5.9 Development of Religious Tourism

Pilgrimage Tourism is a major segment of tourism in Uttarakhand with the presence of Char Dhams, holy rivers of Ganges and Yamuna, Hemkund Sahib etc. Further the Department will promote 3 more important religious circuits of **Bhagwati, Shiv and Vaishnav**. The visitor experience will be enhanced by beautifying the entrances of the destinations at strategic places, introducing activities like Laser shows, Sound and Light Shows at key religious destinations. The other key initiatives that will be undertaken are as follows -

- i. A detailed infra-gap assessment shall be carried out at major pilgrimage destinations to address the key infrastructure issues
- ii. Service Level Agreements for maintaining cleanliness and hygiene with professional agencies in the domain shall be done
- iii. Funding from CSR shall also be explored for solid waste management, provisioning of tourist amenities etc at prominent pilgrimage destinations
- iv. Pilgrim management efforts of UTDB like biometrics and vehicle registration during Char Dham Yatra are in place. However UTDB shall further strengthen the same by introducing real time visitor information

- v. Temporary good quality stay arrangement shall be provisioned enroute at critical locations/check post
- vi. Smart solutions for temple town management shall be implemented with services like wifi CCTV cameras, display screens, Prasad vending cash cards, visitor management etc
- vii. Strengthening and Upgradation of civic amenities and tourist facilities at religious tourist destinations across the state
- viii. The private sector shall be encouraged to participate towards creation of accommodation facilities at religious destinations
- ix. With the help of local bodies regular cleanliness drives shall be ensured at religious destinations
- x. Creation of Tourist Facilitation Centres will be done to enhance the visitor experience at religious destinations. These centres shall ensure centralized booking facilities, tourist information, food etc.

6.5.10 Conservation of Heritage Places

- i. Management of Heritage Zones - Places where there is an abundance of heritage buildings would be demarcated as heritage zones. Regulations will be formulated for these demarcated zones from inception. Construction of multi storey buildings will be banned and the old architecture shall be conversed in the identified heritage zones.

6.6 Strengthening of the Tourism Department

- i. To give impetus to the tourism development in the state the present tourism organizational structure will be strengthened. Efforts will be made to open tourism offices in every division and district.

- ii. Establishment of tourism and exhibition research cell - Tourism Research Cell will be established to collect the data related to tourism and doing research on it. In the same way an exhibition cell will be established for effective participation in the country and abroad for the wide promotion-publicity of tourism places in the state and abroad.
- iii. For specialization in tourism sector special training programmes will be run for the newly joining personnel in the department. For this, assistance will be sought from reputed specialized institutions of the country. Study Tours , FAM trips shall be conducted to enhance the capacity of the personnel
- iv. Knowledge sharing seminars

7 Human Resource Development and Self Employment

7.1 Human Resource & Skill Development

- i. UTDB shall pay emphasis on youth, women, under privileged and disadvantaged sections of the society .Skill trainings and Capacity Building workshops shall be organized to make them employable in the tourism sector.
- ii. All efforts shall be made to develop skills required for the tourism sector with help of National level apex institutes- like IITM, IIFM, Culinary Inst. Noida, IHMs etc.
- iii. A pool of consultants / experts shall be empanelled to provide necessary training like general etiquettes, English speaking and other languages, cooking, nature guides, heritage guides, resort operations etc as required.
- iv. UTDB shall periodically identify interested youths, operators, students, entrepreneurs to provide capacity building and training in the hospitality sector - some of such themes are as follows - Naturalist, Heritage Monument Guides,

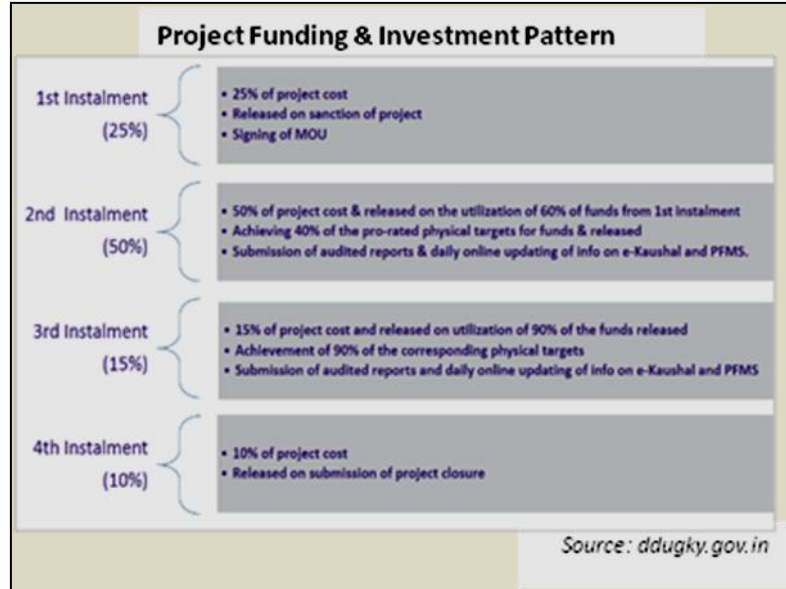
General Etiquettes/Guest Handling, Guest PR, Cooking, House-keeping, F&B, Language Proficiency - English / French etc.

- v. Certification - UTDB will periodically certify tourism sector workforce and arrange refresher courses for earlier certified guides for standardization and knowledge upgradation.
- vi. Feedback and 3rd Party Skill Assessment of Trainings provided and Trainees after completion of trainings.
- vii. The UTDB will also encourage Hoteliers/Travel Operators/Tour Agents to induct trained and certified guides/workforce for better absorption in the tourism sector.
- viii. Incentives and Subsidies to Private. Sector in Skill Development and Training in tourism sector.
- ix. Convergence with Central government schemes like Hunar se Rozgar Yojana of Ministry of Tourism and other ministries shall be ensured.
- x. UTDB shall reimburse 100% course fee of incumbents /trainees belonging to women, disadvantaged, under-privileged and economic weaker sections of the society in tourism and allied domains.
- xi. State-level awards will be given to encourage organizations and individuals working in the field of tourism for appreciation and recognition

7.2 Tourism Self Employment

- i. The state has introduced **Veer Chandra Singh Garhwali Tourism Self Employment Scheme** in the year 2002
- ii. The scheme is towards creation of self employment in tourism services and transportation related avenues

- iii. There is a transparent selection process of beneficiaries under the aegis of a Committee headed by the District Magistrate
- iv. There is a provision of cash incentive for entrepreneurs



7.3 Deen Dayal

Upadhyaya Grameen Kaushalya Yojana for Skilling

- i. The Ministry of Rural Development launched the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) Antyodaya Diwas on September 25, 2014.
- ii. The scheme is a part of the National Rural Livelihood Mission (NRLM) tasked with the dual objectives of adding diversity to the incomes of rural poor families and caters to the career aspirations of rural youth.
- iii. The scheme is focused on rural youth between the ages of 15 and 35 years from poor families.
- iv. DDU-GKY is presently operating across 568 districts of the country impacting youth from over 6215 blocks.
- v. In 2016-17, over 1.6 lakhs candidates have been trained and over 84,000 candidates have been placed in jobs with support from over 300 partners from 82 industry sectors.
- vi. DDU-GKY funds a variety of skilling programmes provided 25% placement is guaranteed.

vii. Training providers are offered incentives for job retention, career progression and international placements as under:

- ✓ Job retention for 12 months from completion of training: INR 3,000/candidate
- ✓ Career progression: INR 5,000/candidate
- ✓ International placements: INR 10,000/candidate

8 Marketing, Branding and use of ICT

- i. Aggressive Branding and Marketing exercises shall be undertaken by UTDB and the state will launch its new marketing campaign to boost tourist inflow and better outreach
- ii. Ensuring presence of State Tourism in international and national tourism events/marts, roadshows, expos etc
- iii. UTDB shall ensure the strengthening ICT infrastructure to provide year round access to all destinations in the state especially the remote tourist locations.
- iv. UTDB shall liaison with mobile operators to ensure good connectivity for all tourism destinations in the state especially far-flung areas
- v. A four-digit 24X7 Tourism Helpline number shall be set up to provide instant help to tourists. This service will be made available and run in Hindi, English and other prominent foreign languages;
- vi. The number of Tourist Police will be increased and will be deployed at all prominent tourism spots;
- vii. Conducting cleanliness drives at important tourist destinations with the help of schools, NGO's, CBO's, corporate etc
- viii. The state shall honour individual/organizations doing exemplary work in the field of tourism to encourage provision of best services by them in the field of tourism.
- ix. Special emphasis shall be given to the security of female tourists. Tourist police will be deployed at important tourist places
- x. To provide information to the tourists Tourism Information Centers will be established at prominent airports, railway stations and bus stations of the country

- xi. State's image will be improved through strategic advertising campaigns through print, electronic and outdoor media
- xii. Tourism information, research and forecasts shall be made more effective to serve the needs of the industry and government;
- xiii. Use of social media will be maximized for tourism publicity. Department's website, Facebook page, Twitter handle etc will be enriched further.
- xiv. Tourists will be provided with information's with the better use of information technology and communication mediums. Through mobile based applications they will be given tourism friendly information.
- xv. Digital Marketing techniques shall be utilized to inform and educate tourists on the uniqueness of the tourist destinations and products thereby enhancing the State's image and perception
- xvi. Department of Tourism shall create mobile application and knowledge based games to cater to the new generation of tourists
- xvii. The Department of Tourism portal www.uttarkhandtourism.gov, shall be the primary gateway for all consumer and trade marketing programmes;
- xviii. Optimum utilization of social networking services i.e. Twitter handle, Facebook page etc. shall be made
- xix. Tourist destinations will be equipped with modern telecommunication facilities and ICT.

9 Incentives & Concessions

The Tourism Sector is accorded Industry Status by the State (Cabinet Approval - Notification) and hence all fiscal benefits as provided in Mega Industrial and Investment Policy, 2015 and MSME Policy, 2015 for the Tourism Sector Enterprises shall be available to the eligible Tourism Units.

9.1 Uttarakhand MSME Policy, 2015

Government of Uttarakhand has sanctioned the “MSME Policy-2015” for promoting investment in the MSME Sector through Investment Promotion as well as to incentivize MSMEs. The Policy aims at utilizing local resources generate employment opportunities, promoting Self Employment and Skill Development in the Youth.

9.1.1 Operative Period

The Policy shall remain in effect till 31st March 2020. All eligible enterprises/ service sector entrepreneurs established after the date of effect of this policy shall be eligible to avail fiscal incentive under the policy for a maximum period of 10 years or 31st March 2025.

- i. Fiscal incentives and other benefits under this policy shall be available to eligible Manufacturing/ Service Sector enterprises established after the date of effect of this policy. These benefits shall be availed from the commencement of production/ service upto a maximum of 10 years or 31st March 2025, whichever is earlier.
- ii. All eligible Manufacturing/Service Sector enterprises established before this policy came into effect shall also be eligible for capital and interest subsidy under the policy for expansion/ diversification/ enhancement by minimum 25% of their existing plant & machinery/ production capacity.
- iii. All eligible Manufacturing enterprises which have been declared Sick/ SMEs for which banks/ NBFCs have developed a rehabilitation/ recapitalization

plan shall be eligible to avail fiscal incentives under this policy for expansion/ diversification/ enhancement.

9.1.2 Salient Features

State has been divided into five categories for the purpose of quantum of incentives/subsidies as under:

Table 3: Categorization of Districts for Incentives/subsidies

Categories	Districts
Category A	Whole Districts of Pithoragrah, Uttarkashi, Chamoli, Champawat, Rudraprayag and Bageshwar.
Category B	<ul style="list-style-type: none"> • Whole district of Almora • Whole districts of Pauri Garhwal and hilly development regions of Tehri Garhwal (except the regions covered in B+ Category) • All hilly development blocks of District Dehradun and Nainital (except the regions covered in B+ Category)
Category B+	<ul style="list-style-type: none"> • Kotdwar, Sigaddi and adjacent plain areas of Development blocks of Dugadda in District Pauri Garhwal • Dhalwalan, Munni ki Reti, Tapovan and adjacent plain regions in Fakot Development Block of Tehri Garhwal District • Kotbagh Development Block of District Nainital • Plain Areas of Kalsi Development Block of District Dehradun
Category C	<ul style="list-style-type: none"> • Regions located above 650 mtrs from sea level of Raipur, Sahaspur, Vikasnagar and Doiwala development blocks of District Dehradun. • Areas in Ramnagar and Haldwani development blocks of District Nainital.
Category D	<ul style="list-style-type: none"> • Whole Districts of Haridwar and Udham Singh Nagar

Categories	Districts
	<ul style="list-style-type: none"> Remaining area of District Dehradun and Nainital (which are not included in category 'B' 'B+' and 'C').

Note:

For Areas located under Categories C and D incentives under this policy shall be provided only for Manufacturing Activities. Areas under Category B+ shall be earmarked by Department of MSME in consultation with respective District Administration.

9.1.3 Activities identified under manufacturing/ service sector which are eligible for fiscal incentives:

- Following activities shall be eligible for the fiscal incentives and subsidies under the policy:

Category A &B

- Activities which have been granted status of industry by the State Government viz. Poultry farming and Tourism activities*.
- Following activities included in Special Industrial Package announced for the North-Eastern states:
 - Hotel, adventure and vocational sports, rope-way.
 - Nursing home with health and medical facilities.
 - Vocational Training Institute viz. Hotel Management, Catering and Food Craft, Entrepreneurship Development Training, Nursing and Paramedical, Civil aviation related training, Fashion Designing and Skill Development training.
- Operating House Boats/ Floating Huts projects under Tourism Activities

Note: All activities listed for Category B shall be applicable for Category B+ Incentives under the policy shall only be applicable for 'Manufacturing Activities' for Category C and D

- b. Capital investment made on transport vehicle exclusively for the purpose of transportation/marketing of raw material and finished good products shall be eligible for capital investment subsidy.
- c. Investment made on necessary additional construction/expansion/ renovation on building (owned or leased) for conduct of enterprise will also be eligible for subsidy on capital investment

9.1.4 Fiscal Incentives & Concessions

i. Investment Promotion Assistance (Capital Subsidy)

Fixed capital investment on plant, machinery and work shed will be admissible for investment promotional assistance as under:-

Sl No.	Category	Quantum/Cash limit
1	Category- A	40% (Max. up to Rs. 40 lacs)
2	Category- B	35% (Max. up to Rs. 35 lacs)
3	Category- B+	35% (Max. up to Rs. 35 lacs)
4	Category- C	30% (Max. up to Rs. 30 lacs)
5	Category- D	15% (Max. up to Rs. 15 lacs)

- o Enterprises in Category A,B and C will be eligible for Central Investment Subsidy Scheme of central government in addition to State's Capital Investment Subsidy subject to the condition that total subsidy shall not exceed 60% of the total capital investment(Maximum cash limit Rs. 60 lacs).
- o In Category D, Capital investment subsidy shall be available only from either Central or State investment subsidy scheme.

ii. Interest Subsidy

Sl No.	Category	Quantum/Cash limit
1	Category- A	10% (Maximum up to Rs. 8 lacs/yr/unit)
2	Category- B	8% (Maximum up to Rs. 6 lacs/yr/unit)
3	Category- B+	8% (Maximum up to Rs. 6 lacs/yr/unit)

4	Category- C	6% (Maximum up to Rs. 4 lacs/yr/unit)
5	Category- D	Nil

iii. **Reimbursement of VAT⁵**- Vat will be reimbursed from the date of commencement of production.

SI No.	Category	Quantum/Cash limit
1	Category- A	100% for the first 5 yr and 90% thereafter
2	Category- B	100% for the first 5 yr and 75% thereafter
3	Category- B+	100% for the first 5 yr and 75% thereafter
4	Category- C	Nil
5	Category- D	Nil

Note: Eligible Manufacturing Enterprises operating in Category A or B districts shall be also be eligible for VAT exemption on purchase of input raw material in addition to VAT on output items.

iv. Concession on Stamp Duty

SI No.	Category	Quantum/Cash limit
1	Category- A	100%
2	Category- B	100%
3	Category- B+	100%
4	Category- C	100%
5	Category- D	50%

v. Special State Transport Subsidy

SI No.	Category	Quantum/Cash limit
1	Category- A	7% of Annual Turnover (Maximum up to Rs. 7

⁵ VAT and other applicable state taxes will be suitably modified as per the ratification of GST Constitutional Amendment Bill adopted by the State Government.

SI No.	Category	Quantum/Cash limit
		lacs/yr/unit)/ Inbound/ Outbound Logistics Cost whichever is less
2	Category- B	5% of Annual Turnover (Maximum up to Rs. 5 lacs/yr/unit) Inbound/ Outbound Logistics Cost whichever is less
3	Category- B+	5% of Annual Turnover (Maximum up to Rs. 5 lacs/yr/unit) Inbound/ Outbound Logistics Cost whichever is less
4	Category- C	Nil
5	Category- D	Nil

vi. **Special Integrated Industrial Incentive Policy 2008 (Amended 2011)**- Apart from financial incentives stated above, additional sanctioned incentive facility under the Special Integrated Industrial Incentive Policy 2008 (Amended 2011) for Category 'A', 'B' and 'B+' stands unchanged.

- a. Grant of 50 % of cost incurred on developing infrastructure and common facilities or maximum of INR 50 Lakhs to the promoters of Private Industrial areas would be provided.
- b. Additional subsidy to industrial units by way of repayment of 75 % of the cost incurred subject to maximum of INR 1 lakh for certification of quality and standardization of goods produced to be certified by nationally/ internationally recognized institutions on ISI marking, quality marking, BIS, FPO Licensing, trade marking and registration of copy right.

vii. **Infrastructural Support** -Sanctioned letter for Land Use Conversion in case of establishing micro enterprises in areas which are outside the designated Industrial Area/ Master Plan is not compulsory.

9.2 Mega Industrial and Investment Policy, 2015

Government of Uttarakhand has sanctioned the “Mega Industrial and Investment Policy -2015” for attracting industrial investment in the state, increasing economic growth and providing industrial skill development at local levels.

9.2.1 Operative Period

The Policy shall remain in effect till 31st March 2020.

9.2.2 Eligibility Criteria

New projects/units or existing units undergoing expansion within the Industrial estates identified as such by the State Government. In case of expansion only those units having proposed/ additional investment of more than INR 50 Crore would be eligible for availing benefits, incentives and concessions.

9.2.3 Salient Features

Category of projects based on Capital Investment:

- Large Projects – Capital Investment of INR 50 Crore to INR 75 Crore
- Mega Projects- Capital Investment of INR 75 Crore to INR 200 Crore
- Ultra Mega Projects- Capital Investment of more than INR 200 Crore

9.2.4 Benefits/ Concessions/ Incentives to eligible units

i. Allotment of Land:

- a. Allotment of land by SIIDCUL under Single Window Policy as per the prevailing rates
- b. Special discount/ exemption of 15% to Large Projects, 25% to Mega Projects and 30% to Ultra Mega Projects on prevailing rate during land allotment
- c. 20% of land premium/ price after exemption/ discount would be payable upfront and rest amount with interest in equal instalments for next 7 years

ii. Other Concessions:

- a. **Capital Subsidy:** of 15% or maximum of INR 50 Lacs for units under MSME sector and 15% or maximum of INR 30 Lacs for Large/ Mega units till 2017 by Central Government.
- b. **Interest Subsidy:** Maximum 7% for next 5 years from commencement of commercial production#.
- c. **VAT Concession⁶:** reimbursement of 30% amount to large projects and 50% to Mega/ Ultra Mega projects for next 5 years from commencement of commercial production#.
- d. **Electricity Assistance/ Electricity Bill Rebate:** concession of INR 1 Re per unit on electricity units consumed with no undeclared power cuts for next 5 years from commencement of commercial production#. 100% exemption on payment of electricity duty for next 5 years from commencement of commercial production#.
- e. **Stamp Duty:** 50% exemption on payment of stamp duty for eligible units on execution of Land Purchase/ Lease Deed.
- f. **Land Registration Fee:** Concession in Registration Fee of Land Purchase/ Lease Deed by charging INR 1 Re for each INR 1000 Rs value.
- g. **Payroll assistance:** INR 500 Rs per month per additional employee (INR 700 Rs per month per additional women employee), provided total number of employees exceed at least 2 times of “Specified Threshold of Direct Employees”. Additional employee means number of employees exceeding “Special Threshold of Direct Employees”.

⁶ VAT and other applicable state taxes will be suitably modified as per the ratification of GST Constitutional Amendment Bill adopted by the State Government.

Considerations for UTDB for inclusion in the Policy

* Following tourist activities to be recognised as Tourism Units under MSME Policy-2016 by UTDB:

- Motels and Restaurants
- Heritage Hotels
- Wayside facilities on National Highways or State Highways wherein restaurants and parking are available
- Tourist resort/tourist village
- Amusement park
- Nature Walk, City Walk, Heritage Walk, Cycle Tours etc
- Production and marketing of traditional crafts and other artwork
- Work related to maintenance of cultural and historical heritage
- Promotion to establishment and running of museums
- Tourism activities related to environment conservation/jungle safari/jungle lodge etc.
- Tourist Home (Paying Guest) scheme
- Adventure activities such as – trekking, rock climbing, water sports, boat race, skating, fishing, aero sports etc
- Caravan, cruise boats, Yatch, house boats and establishment of boats clubs.
- Yoga, Ayurveda and Naturopathy institutes
- Travel agent/Tour Operation Company.
- Operation of helium and hot air balloon
- Activities in Rural tourism
- Spa & health resorts.
- MICE convention center (having covered hall with minimum carpet area of 10,000 sq feet.)

‘Commercial production’ to be interpreted as ‘Commercial operations’, which is applicable in tourism activities.

Note: All concerned departments shall adopt the above mentioned definition in their respective Acts/Rules/Regulations. The definition of Tourism Units may be revised and amended from time to time keeping in view the emerging trends and needs of the tourism sector, by the UTDB, which will also be incorporated in the relevant Acts/Rules/Regulations of the State.

9.3 Prerequisites for grant of Incentives and Concessions

- i. Registration: The eligible tourism units who wish to apply for the incentives and concessions shall be required to register (within 6 months of loan disbursement, which has to be within the operative period of the policy) with UTDB and obtain eligibility certificate from CEO-UTDB.
- ii. Declaration to avoid multiple funding: The unit will have to make a declaration on availing of Capital/Interest or any other financial assistance for the same project from GoI or the State Govt. of Uttarakhand under this policy or any other policy/scheme. Non-declaration or false or misleading declaration would render the unit liable to disqualification, discontinuation of the incentive and subsequent black listing and necessary legal action.
- iii. Initiation of Interest Subsidy: The date of availing interest subsidy shall initiate from the first disbursement of the loan.
- iv. Capital Subsidy Limit: The total sum of the availed capital subsidy, interest subsidy and reimbursement of stamp duty and registration fee shall not exceed the Project Cost.
- v. Mandatory Operational Period: The tourism unit shall remain operational for a minimum of 5 years after commissioning. However, in cases where the operation is discontinued due to unavoidable reasons/reasons beyond control the UTDB/State Level Committee (SLC) shall examine such cases

and may decide the period of discontinuation on the basis of the guidelines to be issued by the Government.

- vi. Compliance: The unit availing the incentives under the policy shall adhere to all the regulations, permissions, NOCs, minimum wage act, employment policies applicable to the unit/industry as per the standards prescribed by the competent authority/departments. In the event of non compliance, UTDB/SLC reserves the right to discontinue or recover the incentives/subsidies or concessions.
- vii. Information Disclosure: The tourism unit shall furnish complete details of its operations, employment, annual turnover, incentives availed or any other information sought by the State Government on half-yearly basis. (else whenever required by UTDB)
- viii. Dispute Resolution: All the matters of dispute, interpretation, contention under the policy will be referred to UTDB, whose decision will be final and binding on the applicant unit.
- ix. The CEO-UTDB will be responsible for administration and implementation of the policy under the supervision and guidance of SLC
- x. The CEO-UTDB through SLC will seek for third party or independent assessment of deliverables, viability, financial liability, assets valuation etc.
- xi. The third party or independent evaluation team shall be formulated by CEO-UTDB under the guidance of SLC on case to case basis comprising of industry experts or experienced government officials drawn from the fields of finance, civil engineering, revenue, planning, architecture, conservation & heritage, ecology, hospitality, adventure amongst others

A **State Level Committee** for sanctioning the incentives, subsidies and subsequent administration, supervision is as follows:

Table 4: Composition of State Level Committee

S. No.	Designation/Department	Title (SLC)
1.	CEO-UTDB	Chairman
2.	Principal Secretary - MSME	Member
3.	Principal Secretary Finance	Member
4.	CCF, Ecotourism	Member
5.	Executive Director, Disaster Mitigation & Management Centre	Member
6.	District Commissioner (<i>concerned</i>)	Member
7.	Dy Director Tourism	Member Secretary

Incentives shall be sanctioned only if similar incentives have not been availed by the entrepreneur by any of the government departments and ministries. The entrepreneur shall be required to furnish this from the concerned departments and ministries in the format to be provided by UTDB.

10 Annexure

10.1 Existing Tourist Destination in Uttarakhand

Some of the important tourist destinations of Uttarakhand are listed below:

- **Mussoorie and Environs:** The colonial “Queen of the Hills” is still one of the best hill stations in the state. During colonial time it was the favoured holiday location for the rulers. Around 12 - 14 km from Mussoorie on NH 123 towards downside of the road cascading into a number of pools at the valley floor.
- **Dhanaulti and Environs:** Located 24 km from Mussoorie, Dhanaulti is an attractive and sleepy mountain village. Its main claim to fame is the attractive forested surroundings dominated by Himalayan Deodar Cedars.
- **Haridwar:** Haridwar Town is located around 200 km north east of Delhi and 54 km south of Dehradun and is probably the most important gateway to Uttarakhand by rail and road. Haridwar is the gateway to the four pilgrimages of Uttarakhand.
- **Rishikesh :** Rishikesh is located 25 km north of Haridwar at the confluence of the Ganges and Chandrabhaga Rivers and at the foot hills of the Middle Himalayan Region. Apart from its religious importance it is famous for adventure sports like water rafting, bungee jumping, nature and rejuvenation centres.
- **Rajaji National Park:** The National Park is an 830 square km pristine and beautiful natural forest environment located south of Dehradun.
- **Nainital and the Lake District:** Nainital is the “centre” and focal point of the Kumaon Lake District, combining around 15 lakes of various sizes in an area of approximately 600 sqkm surrounding Nainital mainly east and south of the city.
- **Corbett National Park East:** is one of India’s most unique nature and wild life reserves with an area of 1288 square km.

- **Mukteshwar:** Mukteswar is a quaint village getaway at 2290 m altitude views east towards the Ramgarh Valley and its many fruit orchards.
- **Ramgarh:** At almost 1800 m altitude in the Gagar Mountain Range, a picturesque quiet place dominated by some of the highest altitude apple orchards in the state.
- **Lansdowne:** Lansdowne is a famous Cantonment Town and the original home of the Gharwal Rifles, a legendary military force.
- **Gangotri:** The Town and Temples, Bhojbasa “Tourist Centre”, Gaumukh and the source of the Ganges, the Gangotri Glacier and Tapovan
- **Dayara Bugyal and the Barsu - Raithal village cluster:** An upcoming ski and soft adventure and village tourism destination.
- **Tehri Lake:** 50 - 60 km long reservoir created by stemming up the waters of Bhagirathi River, the surrounding rural village clusters in the hills and the dam at the south- eastern end of the lake. New Tehri Town is a modern hill township located over Tehri Lake on a mountain ridge at 1600 m altitude.
- **Binsar Wild Life Sanctuary:** This is a unique high altitude protected forest environment with an outstanding view to greater Himalayas.
- **Almora:** This is a historic town with many tourism resources, a thriving service centre and District Capital with many permanently residing foreigners.
- **Ranikhet:** This is a famous hill station amid lush highlands and dense forests. Founded as a major Cantonment in the late 1860’s.
- **Kedarnath Town:** Its imposing Temple which is one of the twelve most sacred places dedicated to Shiva is attractively set in a small Valley surrounded by the Mandakini and Saraswati Rivers.
- **Badrinath Town:** Its 8th century Temple is remotely situated on the brink of the Alaknanda River and is the end point of NH 58 from south. The last rural settlement before the Tibetan border is 3 km north of the town.

- **The Valley of Flowers National Park:** This is a unique and pristine natural environment 10 km in length and 2 km wide located from 3658 to 3962 m altitude with an extraordinary flora and fauna.
- **Nanda Devi National Park:** This is a unique and spectacular mountain range with some of India's highest peaks and is a UNESCO World Heritage site with limited access for visitors. Nanda Devi is a sacred Peak surrounded by a "protective" ring of 12 high Mountains and numerous temples.
- **Devaprayag Town:** It is located at the holiest of the 5 confluences of the Alaknanda River and is beautifully set at the confluence between Bhagirathi, Alaknanda and Upper Ganges.
- **The Yamunotri Char Dham:** This is the origin of the Holy Yamuna River lying next to the Indo-chinese border.
- **Auli :** Auli is renowned for the fascinating ski resorts and stunning natural vistas. At an average height of 2800 meters it is famous for winter sports.