



TOURISM, HERITAGE AND CONSERVATION

Tourism, Heritage and Conservation has in recent times emerged as an untapped sector for revitalizing economy and social outlook of places and regions. This sector needs a multi-dimensional approach to equip institutions and strengthen communities with the right policies, sustainable planning, management and fiscal tools to ensure a balance between ever increasing tourism infrastructure demand and the conservation needs of heritage precincts and natural environment.

Our approach to Tourism, Heritage and Conservation is based on an in depth understanding of the limitations of the current environment, need for integrated tourism development in form of regional circuits and clusters as well as the need to accentuate community participation in tourism management. Our areas of expertise includes project management, design & supervision, master planning, strategic advice on development & destination management, carrying capacity based development, capacity building & institutional strengthening of nodal government departments.

FOCUS AREAS

- HERITAGE MANAGEMENT
- ECO-TOURISM
- TOURISM CATALOGUING & GIS MAPPING
- DESTINATION BRANDING AND MARKETING
- THEMATIC TOURISM - PERFORMANCE BENCHMARKING
- INFRASTRUCTURE ASSESSMENTS AND AUGMENTATION

SERVICES

Natural and cultural heritage conservation

Regional tourism strategy and advice

Economic appraisals and business plans

Tailored infrastructure planning

Capacity building and Institutional strengthening

Tourism policy development

Heritage master planning

PROJECTS

NITI Aayog/ Government of India: Preparation of Concept Development Plans and Detailed Master Plans for Holistic Development of Package I and III Islands, Andaman & Nicobar and Lakshadweep, India (2017-2018)

With an emphasis on island tourism, Government of India entrusted its premier policy think tank, Niti Aayog, to steer the process of holistic development as sustainable international tourism destinations, promote maritime economy and preserve natural ecosystem and rich bio-diversity

With the overarching goal of mainstreaming and economic upliftment of the natives of these islands, while preserving their culture, traditions etc., IPE Global is currently developing the Concept Development Plans and detailed Master Plan for Smith, Ross, Long and Avis Island in Union Territory of Andaman and Nicobar Islands and Minicoy, Bangaram, Thinnakara, Cheriya and Suheli islands in Lakshadweep group of islands. The project scope includes conducting eco-sensitivity and geomorphology analysis; identification of priority projects and areas for potential development for specific economic drivers and support infrastructure; strategies for attracting investment in infrastructure through Public Private Partnership model; facilitating the long-term growth and development of the tourism industry in a sustainable manner and creating a vehicle to ensure adherence to sustainable tourism planning principles.



Expected to positively impact and provide livelihood benefits to more than **35000+ natives of the project islands**

The World Bank, Chilika Development Authority: Preparation of Tourism Master Plan for the Chilika Lake & it's Catchment in Odisha under Integrated Coastal Zone Management Plan (ICZMP) - Odisha, India (2014-2017)

Aimed to promote responsible tourism including eco-tourism and community-based tourism in and around Chilika Lake, the second largest brackish water lagoon in the world and the largest in Asia (spanning over 1100 sq. km), this project focuses equally on conservation and wise use of natural resources, in compliance with environmental/ecological laws and regulations.

IPE Global prepared the Tourism master plan for promoting Chilika Lake and its catchment area as an international eco-tourism destination. The master plan aims at enhancing the visitor experience, improving growth based sustainable market position, maintaining ecological balance and developing competitive lake and island tourism products for all age groups. As part of the project, environmental and tourism zoning, infrastructure assessments, tourism performance benchmarking, detailed carrying capacity assessments for recreational boating in Chilika Lake and development of proposals to enhance Mangalajodi as an international birding destination were developed. In addition, 10 ready to invest projects have been identified in various thematic tourism clusters for investments in PPP model in the project area.



The World Bank, Integrated Coastal Zone Management Society, Odisha: Preparation of Integrated Coastal Zone Management Plan (ICZMP) and Shoreline Management Plan (SMP) for Odisha, India (2015-2017)

The Government of Odisha with financial assistance from Ministry of Environment Forest and Climate Change (MoEF & CC), Government of India (Gol) and the World Bank has initiated the ICZM project with objectives of sustainable development and management of coastal resources, perpetual maintenance of high level of biodiversity, conservation of critical habitats, and reduction of vulnerabilities of coastal communities. Active community participation and stakeholder engagement at all levels, sensitization of the Project Executing Agencies (PEAs) on ICZM was one of the key mandates under this project.

IPE Global is developing an ICZM Plan for the two coastal stretches of Gopalpur to Chilika & Paradip to Dhamra with focus on providing a clear framework for better coordination of the developmental activities along the coastal stretch through strategic actions and sustainable policies for effective management of the coastal zone. In addition, a shoreline management plan for the entire Odisha coast based on delineated sediment cells has been prepared to propose management guidelines with regard to shoreline changes, erosion, flooding and sea water inundation caused by natural forces like cyclones and intruding anthropogenic activities.



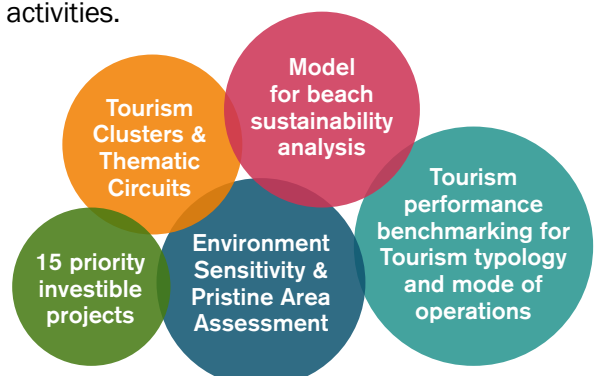
ADB: Project Management, Design and Supervision Consultancy (PMDSC) Services for South Asia Tourism Infrastructure Development Project (SATIDP), Bangladesh (2012-2015)

SATIDP focuses on cultural tourism and site restoration at four different archaeological sites (Bagerhat, Kantajee, Mahasthangarh, Paharpur) located along a heritage-rich geographic corridor in the western regions of Bangladesh.

As a PMDS Consultant, we assisted the Project Management and Implementation Unit (PMIU), based within the Department of Archaeology, Ministry of Cultural Affairs, Government of Bangladesh in managing detailed design, procurement, financial management, supervision and monitoring of the project including strengthening linkages between tourism and local population and building capacity of communities to enable them to obtain greater benefits from tourism activities at four heritage sites.

Department of Tourism, Government of Karnataka: Preparation of a Coastal Master Plan for the three Coastal Districts in Karnataka, India (2015-2017)

The Department of Tourism, Government of Karnataka identified 42 beaches and 11 islands for development based on tourism potential spread across Uttar (North) Kannada, Dakshin (South) Kannada & Udipi districts of the state. It is expected that Karnataka with its innumerable coastal assets has the potential to attract a much larger number of tourists which in turn will enable development of commercial businesses around tourism, attract anchor investments and generate employment opportunities. IPE Global has been providing technical consultancy in the preparation of this coastal tourism master plan, with specific thrust on sustainable growth and infrastructure led activities.



Ministry of Urban Development (MoUD),
Government of India: Selection of Agencies as
Hriday City Anchors for Puri and Amritsar under
Scheme “HRIDAY” of MoUD, Government of India
(2015-2017)

National Heritage City Development and Augmentation Yojana (HRIDAY) is an ambitious project of Government of India aimed at holistic development of heritage cities in the country. The HRIDAY Scheme focuses on development of civic infrastructure development projects leading to revitalisation of the cities as heritage and cultural destinations. As HRIDAY City Anchor, we are supporting City Mission Directorate in heritage related guidance, in addition to preparation of the City HRIDAY Plan and evaluation of projects executed under the HRIDAY scheme in Amritsar (Punjab) and Puri (Odisha). The work includes situation assessment & infrastructure gap assessment, identification and finalisation of five priority heritage areas for preparation of Infrastructure Development Plan, preparation of city specific toolkits along with evaluation checklists, preparation of Concept Plan for development/renovation of the city museum/cultural park, and review & evaluation of DPRs.

ADB/Himachal Pradesh Tourism Development
Board: Project Management, Design and
Supervision Consultant for Infrastructure
Development Investment Programme for Tourism
(IDIPT), Himachal Pradesh, India (2011-2017)

The IDIPT is providing overall assistance for efficient implementation of the investment program by supporting sustainable and inclusive tourism development and heritage conservation. The prominent ones are Shimla mall road restoration project, rehabilitation of town hall, conservation and restoration of masroor temples in line with the management plan, integrated parking, interpretation centre and tourist amenities complex at Chintpurni.

The project aims to develop state tourism sub circuits into marketable cluster destinations that exhibit enhanced protection and management of key natural & cultural heritage tourism sites, improved market connectivity and tourist support infrastructure, with the focus on enhancing capacities of concerned sector agencies and local communities for sustainable development of tourist destinations. We are also providing direct and indirect assistance to Project Implementation Unit (PIU) to ensure effective coordination and implementation of whole investment programme.

