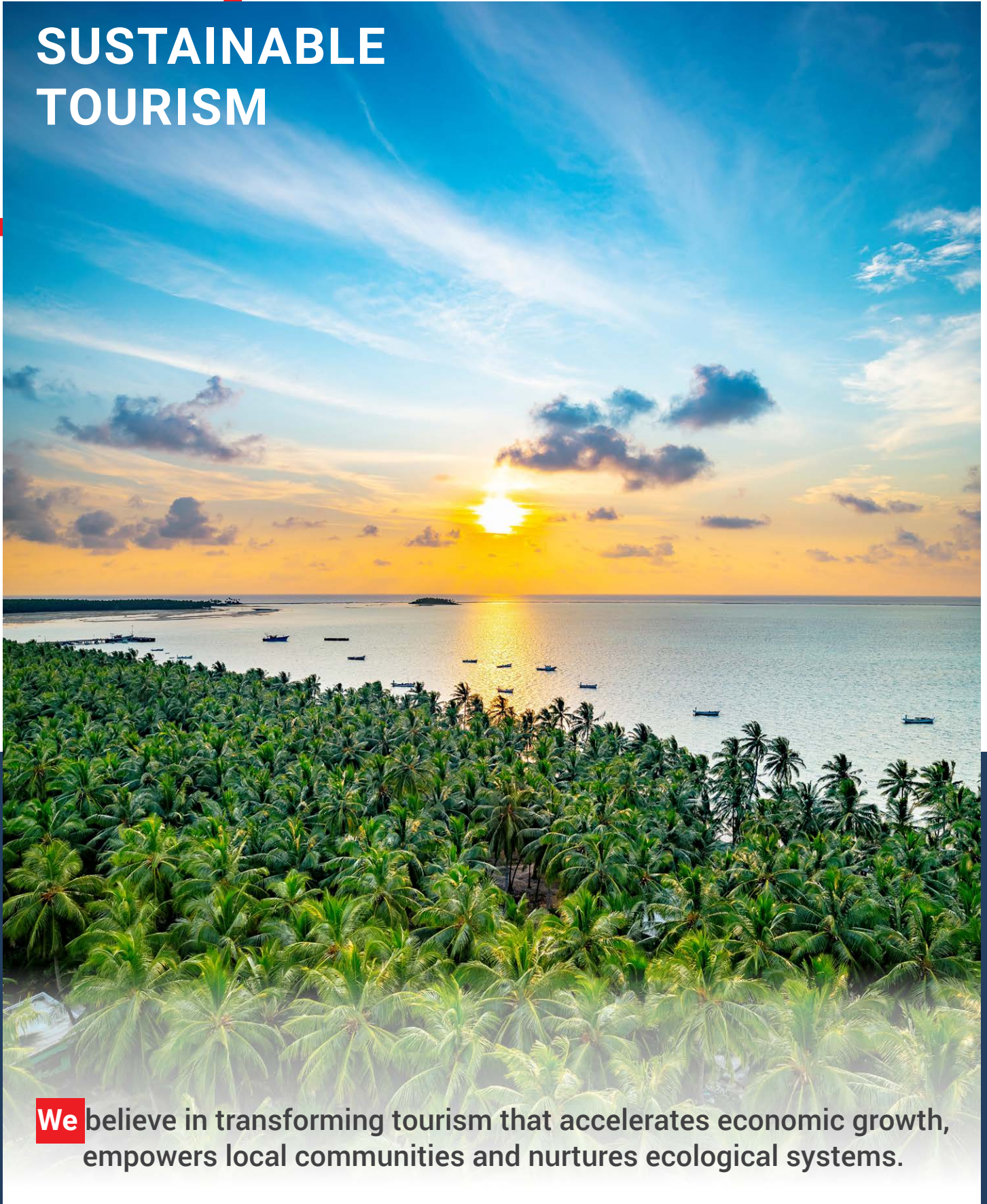


# SUSTAINABLE TOURISM



**We** believe in transforming tourism that accelerates economic growth, empowers local communities and nurtures ecological systems.





**Tourism is a dynamic, multi-faceted service industry that integrates people, places and experiences.** It thrives on the diversity of cultures, geographies and histories, making every destination a unique story waiting to be told. Tourism is one of the fastest growing service industries in the world, creates millions of jobs, and supports small and large businesses in rural and urban areas alike.

As one of the most critical sectors in driving rapid economic growth, tourism is integral to promoting local culture and products, working towards the sustainable use and management of resources, and enabling social and emotional well-being of people while connecting communities. As the tourism industry expands, the need for sustainability has become paramount. The rapid growth of tourism as a service industry has jeopardized the integrity of cultural and ecological systems. At IPE Global, we recognize the shift to fostering sustainable and inclusive development as integral to “making better places for people to live in and better places for people to visit.” Looking back at how the COVID-19 pandemic deeply impacted the industry, we realized that an out-of-the-box approach is needed to rethink and mainstream tourism operations in advancing the Sustainable Development Goals set forth by the United Nations.

By leveraging local knowledge and global expertise, we aim to build a tourism sector that not only boosts livelihoods but also safeguards environmental and cultural heritage. We work with clients on various services, including formulation of tourism strategies and policies, preparation of master plans/destination development plans, undertaking feasibility assessments and preparing investment plans, transaction advisory, detailed designing, and construction supervision. Our approach lies in integrating innovative solutions to improve tourism infrastructure, focusing on sustainability and responsible travel.



## Our client portfolio is diverse

### Donor Agencies

ADB; The World Bank

### Central Government Agencies

NITI Aayog; Ministry of Tourism,  
Govt. of India; Bangladesh Tourism Board

### State Government Agencies

Uttarakhand Tourism Development Board;  
Himachal Pradesh Tourism Development  
Board; Madhya Pradesh Tourism Board;  
Department of Tourism, Govt. of Karnataka

## Thematic Areas



Tourism Master  
Plan/ Destination  
Development Plan



Product Development  
& Market Assessment



Tourism Investment  
Plan & Feasibility  
Assessment



DPR Preparation  
& Construction  
Supervision



Marketing & Branding  
Strategy



Training & Capacity  
Building



Transaction  
Advisory



Project Management  
Consultants

# MAKING A DIFFERENCE WITH OUR WORK

## NITI Aayog

### Preparation of Concept Development Plans & Detailed Master Plans for Holistic Development of Package I, III & V islands

Project Area: Lakshadweep Islands (10 Islands) & Andaman Islands (4 Islands), India

#### OUR WORK

Nestled in the Indian Ocean, Lakshadweep, and Andaman and Nicobar are two separate archipelago bestowed with rich biodiversity, untouched beauty and distinct way of living. HDPI project aimed at strengthening the maritime economy while leveraging its tourism potential by providing end-to-end solutions starting from market assessment-based project identification, investor consultation driven implementation plan, feasibility assessments and transaction advisory services.



Multisectoral projects identified & financial feasibility for innovative projects - India's first Water Villas, Seaweed cultivation, seaplane operations, floating solar panels, etc



Promoted responsible tourism development through sensitivity analysis, Carrying capacity and species sensitive SOP's and guidelines.



Land & Marine Spatial Zoning along with ecologically responsive development control regulations



Projects Implemented on Ground - Road Expansion, Floating Jetties, Airport Expansion



Successfully attracted private investment for hospitality projects through National level investor meets, appropriate project structuring, regular concern redressal communications, clearances parked with UT support agreement, etc.



**14500+**

Direct Employment Generated



**India's 1<sup>st</sup> Eco-Label**

for sustainable dive operations - Green Fins to be activated.



**India 1<sup>st</sup> Water Villa**

in Kadmat & Suheli (worth INR 480 Cr.) successfully awarded to the Taj Group



**India's 1<sup>st</sup> instance**

of Upfront CRZ and EC Clearance



**Blue Flag Award**

Kadmat beach recommended for International 'Blue Flag award




## Uttarakhand Tourism Development Board


### Holistic Development Tourism Plan (HDTP), Uttarakhand


Project Area: Uttarakhand, India


#### OUR WORK


With the objective of unleashing the tourism potential in the Himalayan State of Uttarakhand, the project involved identification of tourism circuits & packages, investible projects, hard and soft interventions, feasibility assessments, etc. in congruence with the state's vision on facilitating environmentally sustainable and socially inclusive tourism development.

 Innovative tourism projects identified across proposed circuits/packages

 Comprehensive utility planning along Chardham pilgrim route

 Holistic Development of Tehri Lake as the Blue-Green Gateway to Uttarakhand, promoting women-centric community development

 Holistic development plans for 1 destination in each of the 13 districts as part of 13D13D Plan – one of the most ambitious goals of the State Govt.

 Feasibility assessments for projects such as Eco-Resort & Convention Centre, Film City, Eco Glamping, etc.



**Tourism development of Tehri Lake** received approval from the Directorate of Economic Affairs for external funding from the Asian Development Bank



15<sup>th</sup> Finance commission approval for statewide tourism infrastructure transformation



Facilitated design and implementation of **130 public toilet blocks** along Chardham Pilgrim Route in record time of less than a year.

**Bangladesh Tourism Board**

**Preparation of Tourism Master Plan, Bangladesh**

Project Area: Bangladesh

**OUR WORK**

Realising the potential in the tourism industry in transforming Bangladesh into a middle-income country by 2021, the master plan is set to provide a clear road map for development of the tourism sector over the next 25 years, with a focus on achieving inclusive and sustainable growth while accelerating the economic growth.



Product Development based on global demand assessment, feasibility assessment and site level performance evaluation



National level Vision and strategy formulation to strengthen governance, product development, market development



Attract global private sector investments through policy and institutional reforms, promote ease of doing business and unleash tourism potential



Enhancing Bangladesh's appeal within South Asia, via revamped marketing and branding campaigns through leveraging the support of multiple stakeholders



In-depth analysis of tourism in Bangladesh through **1400+** tourism sites



Consultations with **2000+** stakeholders (including 25 Ministry-level meetings) and **400+ projects** proposed



**Proposed** key enablers to facilitate tourism development such as national-level tourism governance restructuring, incentives for promoting EoDB, tourism marketing & branding plan, etc.





## Himachal Pradesh Tourism Development Board | ADB Funded

## Infrastructure Development Investment Programme for Tourism (IDIPT)

Project Area: Himachal Pradesh, India

## OUR WORK

Through a rigorous participatory approach, IPE Global assisted the State government in the implementation of the IDIPT investment programme over a 10 year period to achieve its target of enhancing the tourism potential. Key outputs included Tourism Master Plan for the entire State, priority tourism project design, project management services, DPR & feasibility report preparation, bid process management, construction supervision & enhancement of community-based tourism through skill development & capacity building.



237 Tourism Promotion Areas delineated into 22 Tourism Clusters and 25 Thematic Circuits



Prepared Feasibility Reports for 7 Early Bird Projects (EBPs) in priority areas



Formulated Sustainable Tourism Policy for Himachal Pradesh, 2019 (currently notified)



Projects proposed for tourism development across state

**25**

Tourism projects completed and handed over to client

**7000+**

People trained in community based tourism products

**35**

Assisted in formation of SHGs

**20+**

Homestays assisted in registration



# Mahakaal Rudrasagar Integrated Development Area (MRIDA) under Ujjain Smart City

Project Area: Ujjain, Madhya Pradesh

2017-2023



## OUR WORK

The project involved comprehensive tourist infrastructure development for the globally renowned Mahakaleshwar Temple & its precincts- famous for organising the world's largest 'Dharmic' gatherings – The Kumbh Mela. We provided end-to-end solutions starting from stakeholder consultation-based master planning, architecture designing, feasibility assessment, bid process management, construction supervision, etc. Comprehensive planning of 40Ha area with 27 sub projects was undertaken.



Mahakaal Corridor development with 108 Stambh & Mural Wall & numerous statues such as the Panchmukhi Shiv Stambh (54ft) & Saptrishi (20ft)



Rigorous PR & Branding efforts -hiring PR agency, marketing through social media, obtaining Guinness World record for largest display of oil lamps



Visitor plaza development with 20000 pilgrims holding capacity at a time



Successful restoration of Rudrasagar lake



Won 10+ awards ('Smart City of the Year', Ranked No.1 in CITIIS programme for timely completion)

## World Bank

## Tourism Demand and Supply Assessment and Preparation of Detailed Investment Proposals for Targeted Destinations and Market Segments

Project Area: Sri Lanka

### OUR WORK

The project objective was to strengthen the tourism sector and to make strategic investments that create a platform for sustainable and inclusive tourism growth in the coming years. IPE Global assisted the government in prioritising destinations and market segments that can provide the best return on investment for proposed project activities and that give Sri Lanka a foundation for competitive, sustainable and inclusive tourism in the coming decade.



Rigorous demand and supply assessment to identify priority tourism themes and target markets



Destination-level Carrying capacity assessments to steer tourism growth



Destination Priority Ranking to delineate investment areas



Tourism recovery roadmap for reviving tourism economy of Sri Lanka - post COVID-19 era



Successfully conducted National level Investor's Meet to attract private sector investments & identify investment concerns



### Identified 30+ ready

to invest tourism projects including project components, costing and phasing



## 04

#### Destination Development Plans

Prepared for 4 target areas – Kalpitiya and Nuwara Eliya developed as ecotourism hubs



## 04

#### Development Plans for Market Segments

Prepared for 4 target market areas - Nature and wildlife tourism identified as one of the top tourism products



**Asian Development Bank (ADB)****Sustainable and Climate Resilient Tourism Development at Tehri Lake Area Project | Tehri, Uttarakhand (2023-2024)**

The Sustainable and Climate Resilient Tourism Development at Tehri Lake Area Project will support the development of tourism linked with livelihoods, environmental protection, and climate resilience. The project will finance various sub-projects including the construction and/or upgrade of visitor facilities, sanitation and solid waste management facilities, and road upgrade; reforestation and slope protection to address landslide risk; disaster risk management (DRM); and non-structural components including tourism planning, capacity building, vocational training, and areas for participation of the private sector, of which ADB shall provide funding for a duration of 6 years from 2024-2030.

We have been engaged to support the preparation and readiness of the ensuing project and provide necessary aid towards the technical finalisation of DPRs and identification of gaps in the sub-projects to achieve three major outcomes (i) project feasibility and due diligence of ensuing project prepared; (ii) project readiness and management capacity of counterpart agencies and other relevant stakeholders improved; and (iii) project technical and financial innovative components developed. Through these objectives, we will develop a model for sustainable, climate resilient, and inclusive tourism in rural hill regions of northern India, tailored to local socioeconomic conditions, natural and cultural values, and high vulnerability to disasters and climate change.

**World Bank/Center of Infrastructure and Housing Development Region II, Regional Infrastructure Development Agency, Ministry of Public Works and Housing, Govt. of Indonesia****Integrated Tourism Master Plan for Komodo National Park and Labuan Bajo, Flores Island, Indonesia (2021-2023)**

The Integrated Tourism Master Plan for the Komodo National Park/Labuan Bajo (KNP-LB) on Flores Island is a 25-year phased overall development plan for the entire Tourism Destination Area (TDA) and 5-year detailed development strategy for prioritised Key Tourism Areas. It consists of an investment and financing plan for infrastructure and services and an institutional development Programme and a capacity-building programme.

The project aims to improve the quality of, and access to, tourism-relevant basic infrastructure and services, strengthen the local economy. Two Key Tourism Areas (KTAs) have been identified: the Komodo National Park (KNP) and the town of Labuan Bajo. KNP is world-renowned for the endangered Komodo dragon and diverse marine environments. IPE Global is lending its support in policy analysis, identification holistic opportunities, mapping and delineation of development zones, environmental and social safeguard plan, etc. We are focused on exploring solutions that are compatible with the infrastructure & service provision of the preferred development scenario and with the livelihoods of the local communities with recommendations and institutional arrangements aligned to conserve the natural biodiversity and monitor the level of development.



## North Eastern Development Finance Corporation Ltd. (NEDFi)

### Study of Status of Investment by Private Sectors in respect to Tourism in Meghalaya (2023)

The 26th Executive Committee approved a proposal to conduct a Study of Status of Investment by Private Sectors in respect of Tourism in Meghalaya. The North Eastern Development Finance Corporation (NEDFi) is administering the Techno-Economic Development Fund (TEDF) on behalf of the Government of India. The Study will help devise measures and strategy for sustainable development of tourism and to increase private investment in the state and recommend suitable and implementable policy measures. It will identify the potential areas of tourism in Meghalaya with a focus on private and public sector participation and study the legal and policy framework for promotion of tourism in the state.

We have been engaged to conduct a market-driven assessment and identify key themes and destinations. We will look at an enabling environment for business viability and private investments; enabling entrepreneurship and local community involvement and leveraging strengths and technology for marketing. We will be responsible for carrying out the following tasks –

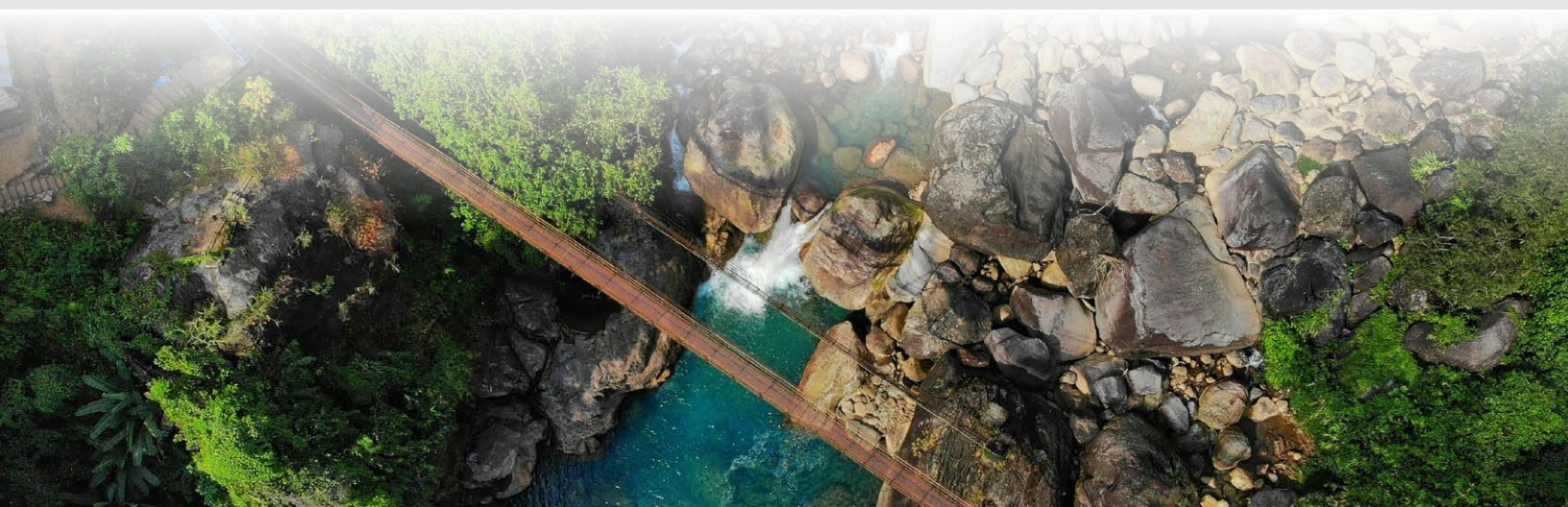
- Assessment of tourism market and demand characteristics
- Assessment of tourism investment trend
- Tourism profiling of the state and identification of potential sites
- Benchmark and rank destinations for investment
- Identify infrastructure gaps for enabling tourism
- Assessment of skills demand gap
- Suggest alternative livelihood strategies in tourism sector
- Recommend non-structural reforms for attracting private investment

## Department of Tourism, Government of Karnataka

### Preparation of Coastal Master Plan for the three Coastal Districts in Karnataka, India (2015-2020)

Karnataka with its 42 beaches and 11 islands, spread across three districts has a huge untapped tourism potential which in turn can lead to development of local economy, attract anchor investments, and generate employment opportunities. The tourism master plan formulated various thematic tourism clusters and proposed a variety of tourism circuits based on carrying capacity of various destinations. The Coastal Tourism plan provides a mixed bag of options for all kinds of tourist interests and has ensured sustainable use of its eco-sensitive resources. The team also worked on detailed project memorandums for potential investment sites.

As part of this project, we conducted beach suitability analysis for 320 km of the coastal stretch, devised detailed tourism development strategy plan for marketing & community engagement; developed 24 PPP-based tourism projects and got 6 nodal level plans approved by the coastal districts; assisted the state government to explore possibilities of convergence with schemes like Swadesh Darshan and provided relevant inputs in selecting the beach for Blue Flag accreditation in the state.



## Madhya Pradesh Tourism Board (MPTB)

### Preparation of Zonal Master Plans of Eco Sensitive Zones (ESZ) of National Parks and Sanctuaries listed in Cluster 1 of Madhya Pradesh (2019-2022)

In order to minimise the impact of developmental activities on National Parks and Wildlife Sanctuaries, area adjacent to these protected areas have been declared as Eco- Sensitive Zones (ESZ) deemed to be regulated by separate notified issued by the Ministry of Environment, Forests and Climate Change (MoEFCC). Under this notification, we prepared the Zonal Master Plans for Bandhavgarh National Park, Panpatha Wildlife Sanctuary, Sanjay National Park & Sanjay Dubri Wildlife Sanctuary, Son Ghariyal Wildlife Sanctuary & Bagdara Wildlife Sanctuary to reduce pressure on the protected area while enhancing resilience of the people living in the ESZ through participatory conservation management.

A tourism master plan focused on regulating sustainable tourism around the protected areas through spatial plans and development control regulations as well as building tourism as an alternate livelihood for the local communities. Other project proposals focused on designing livelihood opportunities, resource conservation & regeneration, man-animal conflict management, protection of biodiversity, provision of infrastructure, monitoring & sustainable co-management.

## The World Bank/Chilika Development Authority

### Preparation of Tourism Master Plan for the Chilika Lake & its Catchment in Odisha under Integrated Coastal Zone Management Plan (ICZMP), Odisha, India (2014-2017)

The project aimed to promote responsible tourism including eco-tourism and community-based tourism in and around Chilika Lake and its catchment area, the second largest brackish water lagoon in the world and the largest in Asia. It focused on conservation of ecological resources and promotion of wise use of the lake & basin resources and extend appropriate economic activities to benefit the local communities.

We prepared the Tourism Master Plan for promoting Chilika Lake and its catchment area as an international eco-tourism destination. The regional tourism master plan aimed at enhancing the visitor experience, improving its market position, maintaining ecological balance, and developing competitive lake and island tourism products for all target groups. As part of the project, we conducted comprehensive assessments such as environmental and tourism zoning, tourism performance benchmarking, thematic cluster formulation, tourist projections and demand assessment, and tourism carrying capacity assessments. Key outcomes were 10 ready-to-invest projects formulated on PPP mode. The projects were designed based on Green Building standards such as GRIHA and SVAGRIHA, and were estimated to generate over 90,000 employment opportunities.



## Ministry of Tourism, Government of India

### Project Development and Management Consultants under Swadesh Darshan 2.0 Scheme, Rajasthan (Jodhpur & Bundi); Madhya Pradesh (Gwalior & Chitrakoot); Sikkim (Gangtok & Gyalshing); Tripura (Agartala & Unakoti) (2023-2025)

The Ministry of Tourism, Government of India has formulated Swadesh Darshan 2.0 scheme for developing sustainable and responsible tourist destinations in the country.

The strategic objectives of the scheme are:

- i. To enhance the contribution of tourism to the local economies
- ii. To create jobs including self-employment for local communities
- iii. To enhance the skills of local youth in tourism and hospitality
- iv. To increase private sector investment in tourism and hospitality
- v. To preserve and enhance the local cultural and natural resources

We have been engaged to provide end-to-end solutions to support project planning, design, bid process, supervision, and monitoring of the hard and soft inventions at the destination level.

The scope of our work includes:

- i. Inception – Reconnaissance survey and delineation of destination study area, data collection, preparation of inception report
- ii. Preparation of destination master plan, strategy, and action plan
- iii. Preparation of detailed project report(s)
- iv. Bid process management
- v. Implementation and monitoring





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## Making Development a Ground Reality

**IPE** Global is the largest international development consulting firm in South Asia that partners with governments, businesses, and leaders to deliver scalable and sustainable solutions. Over the last 25 years, IPE Global has successfully implemented projects in over 100 countries. Focusing on **human development, inclusive growth & resilience, and good governance**, we create value for clients and communities to achieve economic growth & social equity by offering a range of integrated, innovative, and high-quality consulting services across various sectors.

We are an ISO certified organisation with a focus on quality and integrity to empower growth and drive positive change in the development space.

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## Global Expertise. Applied Locally

Headquartered in India with five international offices in Bangladesh, Ethiopia, Kenya, Philippines, and United Kingdom, we have been creating a lasting impact through our tailor-made solutions for over two decades.

**100+**

Countries

**1200+**

Global Team

**1200+**

Projects Delivered

**600 M+**

People Reached

## CONTACT US

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